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JOHN CRERAR LIBRARY

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 7 No. 9

WASHINGTON, D. C.
NOVEMBER 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

A Radio "Buy" Extraordinary!
—"Next-to-News" on WOR

Next-to-news is a good advertising buy in any medium. But sponsorship of the news on WOR in the world's richest market is an advertising space buyer's dream come true! New Yorkers are more interested in the news than in any other type of radio program.

To give New Yorkers the fastest news service procurable and to provide a radio buy extraordinary for advertisers, WOR has just arranged for the exclusive use in Metropolitan New York of the complete Transradio Press Service.

Complete news bulletins are now being broadcast in fifteen-minute programs four times a day—at 8 A. M., 12 noon, 5.05 P. M. and 11 P. M. Hot news flashes of transcendent importance are being put on the air virtually the instant the news breaks—thus keeping WOR listeners in close touch with the important happenings of the world—and keeping them tuned in to WOR.

This complete news service is now available to one or several aggressive advertisers who want to go places in the New York market quickly—and are willing to spend real money to do it!

PROGRESS NOTE ON NEW 50,000 WATT TRANSMITTER

Carteret, N. J.—
July 24th—Excavation started.
August 1st—First concrete poured for transmitter building.
August 27th—First floor of transmitter building completed.
August 31st—Excavation for tower completed.
September 4th—Structural steel completely erected for transmitter building.
September 17th—Exterior of transmitter building completed.
September 20th—Spray pond completed.
October 1st—Tower construction begun.
October 8th—100,000 feet of copper wire buried for ground-system.
October 10th—Installation of power transformers begun.
October 15th—Grading of exterior grounds begun.
October 24th—Transformer control apparatus moved into building.
October 25th—Main power switchboard completed.

On the Air Early in December

WOR

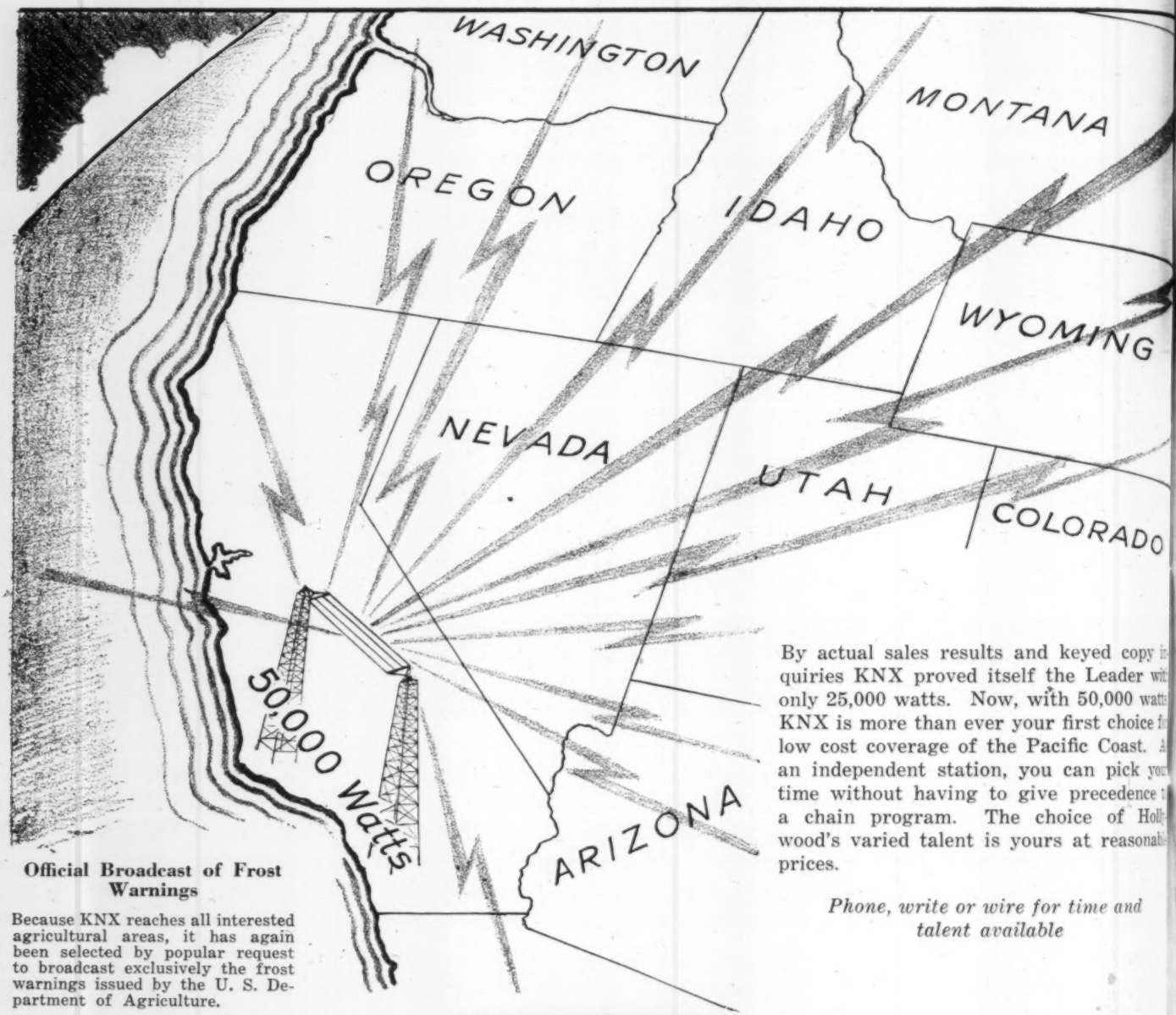
1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, N. J.
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave.
Boston: James F. Fay, Statler Bldg.

XUM

Lowest "Milline" Radio Buy

on the Pacific Coast



By actual sales results and keyed copy in- quiries KNX proved itself the Leader wit only 25,000 watts. Now, with 50,000 watts KNX is more than ever your first choice f low cost coverage of the Pacific Coast. A an independent station, you can pick you time without having to give precedence t a chain program. The choice of Holl- wood's varied talent is yours at reasonab prices.

Phone, write or wire for time and talent available

Official Broadcast of Frost Warnings

Because KNX reaches all interested agricultural areas, it has again been selected by popular request to broadcast exclusively the frost warnings issued by the U. S. Department of Agriculture.

With their crops at stake, you can depend upon the opinion of these growers to guide your selection of a radio station to reach this broad, rich market.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel*

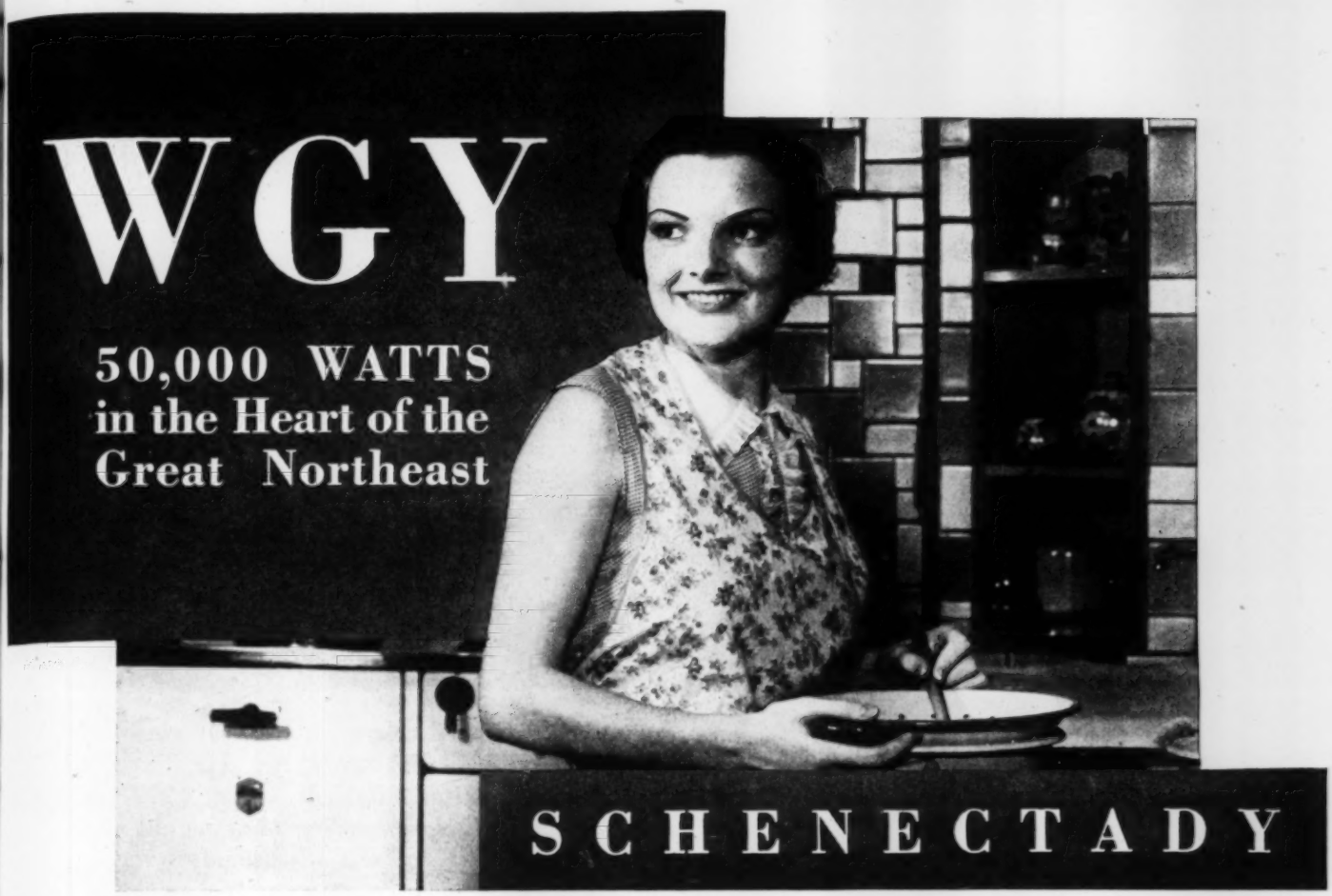
Hollywood, California

GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.



Sell Her—AT HOME!

What a golden opportunity daytime radio offers on WGY. No matter what the product—foods, drugs, cosmetics, clothing, electrical appliances, insurance, and many others—your program over WGY will reach a "class" market of women at a "mass" price (daytime rates are but one-half evening rates).

That local advertisers are taking advantage of daytime radio over WGY is attested by the fact that currently 70% of WGY's sponsored local time is during the "golden" daytime hours. With 50,000 watts, WGY is the economical buy in the great Northeast which comprises Eastern and Central New York State and Western New England.

For full details on how daytime advertising on WGY can help your product contact the station or any of the offices listed below.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

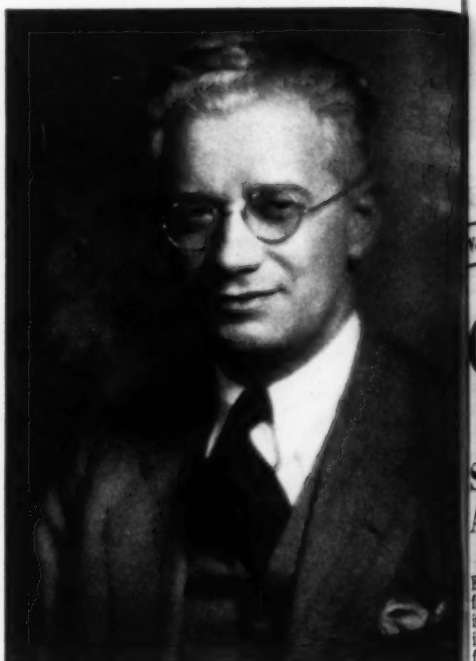
NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ | WRC & WMAL | WMAQ & WENR | KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

"I can accomplish as much through a Free & Sleininger representative as by visiting the station itself"

E. A. Fellers



E. A. Fellers
The Mantle Lamp Co. of America, Inc.
Chicago, Ill.

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606
WDAY FARGO *NBC Northwestern Group*	928,867
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406
KMBC KANSAS CITY *CBS Basic Network*	1,394,581
KFAB LINCOLN-OMAHA *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***CKLW WINDSOR** *(Detroit Trading Area)* *CBS Basic Network*	4,372,000
KFWB LOS ANGELES *Warner Bros. Movie Studio Station*	2,200,000
KOIN-KALE PORTLAND *CBS Pacific Coast Group*	692,457
KOL SEATTLE *CBS Pacific Coast Group*	832,156
KVI TACOMA *CBS Pacific Coast Group*	728,000

* Represented in Chicago and Middle West Territory only.

TRAVELLING the country to personally visit radio stations requires the major part of Mr. Fellers' time. He is a shrewd buyer of stations, of program time, of talent. Since 1927, he has been planning and spotting programs where they would sell the most Aladdin Mantle Lamps. Last year his programs were broadcast from 101 stations.

He has used every conceivable form of radio advertising—network, transcriptions, station talent programs, spot announcements.

One of the first commercial sponsors of WLS Barn Dance, Mr. Fellers is as much an authority on farm and small town audiences as anyone in the country.

Certainly one of the most capable men in radio, Ed Fellers is well able to hoe his own row alone. Yet he frankly and cordially explains that Free & Sleininger service in his own office makes unnecessary a visit to the stations they represent.

This type of service that so many agency men and advertisers have welcomed is available to any needy soul anywhere. Eighteen capable and companionable representatives scattered across the country will give you the lowdown without getting in your hair. And they know the intimate details about the topnotch stations we represent. Call our nearest office and let one of the lads show you why you always can choose a Free & Sleininger station with confidence.

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK	CHICAGO	DETROIT	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Bldg.	180 N. Michigan	General Motors Bldg.	Charles Bldg.	Russ Bldg.	C. of C. Bldg.	Stuart Bldg.
Murray Hill 2-3030	Franklin 6373	Madison 1423	Keystone 6028	Sutter 5415	Richmond 6184	Elliott 6662

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BROADCASTING
and
Broadcast Advertising

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Class Wave Plan Overwhelmingly Opposed

By SOL TAISHOFF

Status Quo Resists Faint Protests; Even the Roosevelt Administration Repudiates Change in Structure

EDUCATIONAL groups agitating for reapportionment of broadcasting facilities with the aim of having a definite percentage wrested from commercial broadcasters which would be allocated to so-called "non-profit" institutions, saw their ambitious project blasted out of the sphere of practicability from every point of view by nearly 100 witnesses who testified before the FCC Broadcast Division during the 10-day period which ended Oct. 20. At that time the hearings were recessed until Nov. 7.

Building what undoubtedly is the finest record of testimony ever prepared in support of the American system of broadcasting, broadcasters were joined by many leading educators, clergymen, authors, musicians, composers, and other outstanding personalities identified with art and industry in espousing maintenance of the status quo. Completely smothered by the logic of their opponents were the half-dozen conflicting plans projected by advocates of new legislation during the opening days of the hearings which began Oct. 1.

Administration Support

AS A FITTING climax to the broadcasting industry case, there came a new expression of confidence in commercial broadcasting from the Roosevelt administration—the second within six weeks—and it all but scuttled the hopes of the educators. It came in the form of an official statement from the Tennessee Valley Authority, ordered by the White House, which repudiated the testimony given at the FCC hearings by Dr. Floyd W. Reeves, personnel director of TVA, who said this organization favored creation of a national broadcasting system owned, operated and controlled by the government.

Immediately seized upon by the Joy Elmer Morgan group of educators as a vindication of their view, the Reeves statement, however, was just as promptly interpreted in political circles as a move on the part of the New Deal to bring about government ownership of radio. White House secretaries moved swiftly to squelch the whole incident.

Dr. Reeves' sensational testimony, which brought sharp cross-examination from the three members of the Broadcast Division, was given Oct. 19. On Oct. 23, the TVA, from its headquarters in Knoxville, dispatched a telegram to the FCC, asking that the Reeves testimony be withdrawn from the official record, and that there be inserted in lieu thereof a statement that the TVA board of directors is of the opinion that educational and cultural agencies should have a "reasonable use" of the radio facilities "but that all such programs should be under non-governmental and non-partisan control and direction." The telegram was incorporated in the record.

Upon conclusion of the broadcasting industry case Oct. 20, the Broadcast Division recessed the hearings until Nov. 7, at which time government witnesses are scheduled to be heard. The proponents of the new legislation, now represented almost entirely by the Joy Elmer Morgan's National Committee on Education by Radio, since responsible religious groups originally counted upon voiced clear-cut support of the existing system, will have opportunity for rebuttal of the broadcasting industry testimony before the hearings close. After adjournment of the hearings, all parties will be given one month in which to submit briefs supporting their views, and the FCC itself has until Feb. 1 to submit its recommendations to Congress in accordance with the requirement of the Communications Act of 1934.

The roster of witnesses who testified in support of the existing system read like a "Who's Who" of education, religion, music, literature and broadcasting. Among those who appeared personally or through statements addressed to the FCC were M. H. Aylesworth, NBC president; William S. Paley, CBS president; John Erskine, author and educator; H. L. Mencken; Alexander Woollcott; Nicholas Murray Butler; Dr. Walter Damrosch; George Jean Nathan; Rev. John W. Langdale, representative of the Protestant ministry; Rabbi Jonah B. Wise; Frank Black; Paul Whiteman; Dr. Howard Hanson; Miss Florence Hale, director of radio and former president of the National Education Association; Mrs. Sidonie M. Gruenberg, director, Child Study Association, and Mrs. B. F. Longworthy, president of the National Congress of Parents and Teachers.

Engineering Problems

THE HEARINGS closed with the presentation of technical testimony by two of the nation's foremost radio engineers, John V. L. Hogan and C. M. Jansky, Jr., who told of the technical impossibility of meeting the demands for exclusive facilities without disrupting service for listeners—notably those in rural areas—and without dangerously imperiling the entire industry. These same engineers, together with Dr. J. H. Dellinger, chief of the radio section, Bureau of Standards, had testified before the former Radio Commission in 1928 preparatory to the sweeping reallocations of that year, and their technical data proved to be the basis upon which that wholesale revision of assignments was effected.

Few discordant notes were heard during presentation of the broadcasting industry case. The preponderant view was that the existing broadcasting structure is more than adequate to care for the educational, religious and cultural requirements of the nation. Leading educators joined with representative clergymen in the view that the Morgan agitation was ill-advised, if not entirely misdirected. Many of them expressed the fear that if exclusive facilities were awarded to educational stations it would destroy their existing satisfactory arrangements with commercial stations.

There developed an unanimity of view that educators and broadcasters should appoint representative committees to work out a mutual plan for more effective use of the facilities of commercial stations. Nearly every educator and clergyman agreed that even if they had the facilities they would be in no position to finance construction or operation of stations.

More Than They Could Use

BROADCASTER after broadcaster appeared to state that they had not only offered but even had urged educators to use time on the air. With one accord they told how these institutions had failed to avail themselves of these opportunities. Many educators, along with many religious leaders, testified that they could not use all the time offered them by networks and commercial stations. Moreover, they freely admitted that the element of showmanship was lacking in most of their presentations, and that commercial broadcasters cooperated to the utmost in attempting to correct this shortcoming.

The worst blow to the campaign of the Morgan group came when Miss Hale, herself the radio director of the National Education Association and its president last

Roosevelt Administration Again Approves the Status Quo in Radio

FOLLOWING is the text of the telegram received Oct. 23 by the FCC from Arthur E. Morgan, chairman of the board of the Tennessee Valley Authority, after the provocative incident stirred up by Dr. Floyd W. Reeves, personnel director of TVA, who urged a government-operated radio system in testimony before the FCC Oct. 19:

"In view of the fact that its brief statement to the Federal Communications Commission was misinterpreted the Tennessee Valley Authority prefers to withdraw its former statement and to restate its position as follows:

"The Tennessee Valley Authority has not urged or favored governmental administration of radio stations. It is the opinion of the Board of Directors that the educational and cultural agencies of the country should have a reasonable use of the radio facilities of the country but that all such programs should be under non-governmental and non-partisan control and direction."

year, and S. D. Shankland, executive secretary of the important department of superintendence of the same organization, offered testimony in support of the existing system. Mr. Morgan, professional reformer, who is editor of the *N. E. A. Journal*, is also chairman of the National Committee on Education by Radio, which has led the vitriolic campaign against commercial radio. Originally, this group sought government ownership, but suddenly tapered off its campaign to seek only a portion of the available facilities when it apparently realized the first objective was far too ambitious.

NEA Head Testifies

MISS HALE, in a letter read by Mr. Shankland, declared it was her view, after several series on NBC, that the most effective way of reaching the people with educational programs is through the existing broadcasting system. She discounted the value of purely educational stations. Speaking in his own behalf, Mr. Shankland said the immediate need of education by radio is the development of a technique to encourage the public to listen, rather than acquisition of exclusive facilities for educational stations.

With such statements from two officials of the organization in which Mr. Morgan is a subordinate, and with vastly stronger expressions from leading educators for retention of the present system, the view naturally follows that the Morgan group has lost whatever effectiveness it previously has boasted because it does not have the support of even so important an organization as the National Education Association.

The TVA incident proved to be the highlight of the hearings because of the dramatic statement of Dr. Reeves and the even more dramatic official denouncement of it by the administration, expunging it from the record. A former professor at the University of Chicago and an outspoken man, Dr. Reeves broke into the middle of the broadcasting industry case Oct. 19 with the assertion that he desired to make the official TVA statement, since he was forced to leave town that day. He said he was impressed by the sincerity of the speakers who advocated retention of the existing system, but was "amazed at some of the things they call education."

The Plan That Perished

THEN, to the astonishment of the Broadcast Division and others present, he divulged his five-point plan, which he declared had the approval of the TVA. It was:

1. Government ownership and operation of a national system of radio stations giving full-time coverage over the country through suitable allocations of frequencies.
2. These frequencies to be allocated with as little disruption of present commercial facilities as possible.
3. The mechanical operation of the system to be financed by the government.
4. Control of programs to be under direction of a committee from foremost non-profit national educational and cultural agencies to be designated by the President.
5. The facilities to be available to non-profit organizations, including government departments, for educational and cultural programs."

(*Continued on page* 39)

Highlights of Educational Testimony . . .

M. H. AYLESWORTH
President, NBC

I AM not here to defend American radio, because it needs no defense. We are seeking to determine whether we have traveled the right path. We have made errors and mistakes, but we have established a system that is best suited for American citizenship and government. Radio broadcasting in this country has followed the paths of older mediums of communication, such as the newspaper and the magazine. Freedom of the air, like freedom of the press, has been maintained. There has been no interference from the present administration or government, and no interference from the commissions that have regulated us.

When radio started, the American people were "eye-minded," rather than "ear-minded." It was necessary to educate them in using their radios. Music was employed largely to develop a listening sense. The ear now understands how to hear sound. President Roosevelt makes himself understood over the radio. Many great minds, however, have not developed the method of making the ear understand, and that is one of the big problems of educational broadcasting.

There is great misunderstanding as to what constitutes an educational program. Amos 'n' Andy, in my opinion, constitute a great educational force, in that they consistently inform the people to brush their teeth twice a day and go to the dentist twice a year. That is very important education even if it is a sponsored program.

We have been guilty of offering too much time on the air for education. The educators have not yet been able to grasp the showmanship in radio broadcasting. There should be joint planning under direction of the educators with the aid of those who know the showmanship of broadcasting. People do not want to be educated. They want entertainment. Education on the radio can be made entertaining, and if it isn't the radio audience will turn to other radio programs. It would be too bad to destroy the great force of radio education because of monotony and poor showmanship.

I think the time has arrived when commercial radio companies should not compete in education. The time has come for concentrated planning of programs which should be developed jointly. Today there is a deplorable condition, with many of the educational programs so monotonous that listeners say they do not want any education over the air. Our guilt lies in having been too big-hearted in our desire to help educators.

DR. AUGUSTUS THOMAS
World Foundation of Education Associations

WE HAVE received fine treatment from NBC in broadcasting our programs. These programs tend to bring about better understanding among the nations. The work is purely educational, orthodox, and patriotic.

MISS FLORENCE HALE
Director of Radio, National Education Association
Former President of NEA

NEA BEGAN broadcasting over the NBC in 1931 one-half hour weekly. The response has been most gratifying. Because of the cordial and genuine interest, we have been able to reach the public in much more satisfactory manner than if we tried independently. Radio is a peculiar art. Educators have little realization of the problems involved. The public cannot be coerced to listen to education. The cooperative enterprise of NEA and NBC represent an ideal set-up for this type of educational work. I have great belief in the efficiency of American broadcasting along these educational lines.

S. D. SHANKLAND
Executive Secretary, Department of Superintendence, National Education Association

THE IMMEDIATE need is for development of radio technique by educators in such a way that the public will listen. We must also secure educators of sufficient ability to present these features. Sample programs broadcast over commercial stations indicate that plans are working out satisfactorily.

PROF. JOSEPH E. MADDEY
University of Michigan

BROADCASTING cooperation has helped develop the school band and orchestra movement throughout the country. We have every reason to be thankful to NBC in this music education movement.

Record Testimony Record

ALL RECORDS for stenographic records in a case involving the broadcasting industry already have been shattered during the so-called "25 per cent" hearings before the Broadcast Division of the FCC. The photograph shows Philip G. Loucks, NAB managing director and chief counsel for the industry in the case, standing beside the stack of transcripts and exhibits, which measure about 36 inches. There are some 14,000 pages of oral testimony and about 20,000 pages of exhibits. The hearings will reconvene Nov. 7 and the record, now some 700,000 words, may surpass a million words.

WILLIAM S. PALEY
President, CBS

THE FUNDAMENTAL reason for this development of American radio broadcasting is that it is the most widely interesting broadcasting in the world. And it is the dictates of good business practice which make it so widely interesting to so many different elements of the population. Moreover, I believe that continued regard for the fact that radio, to be most effective in serving the whole people must be conducted on sound business principles, will enable radio to continue to render its greatest service.

I do not believe any such realignment of existing facilities, as has been proposed, would result in a more effective service than radio is now performing daily, for the whole people as well as for special and worthy groups. Last year the time devoted to commercial sponsored programs on CBS totaled just about 30 per cent of our total broadcasting hours. In the first nine months of 1934 the ratios were 31 per cent and 69 per cent.

The present radio system has developed unusually skillful technique in making the microphone an effective instrument of public service. We of course have no monopoly of such technique. It could be developed by others. It could, as suggested here, be developed as part of the state's educational responsibilities. But would that not constitute a needless duplication of facilities, at a needless cost to the taxpayers? Especially when, in the judgment of so many of the educational and cultural leaders with whom we have cooperated, the present system—free to the listeners—can do the job so effectively.

I am personally loath to believe that any legislative mandate could assist in the attainment of goals that we are already working toward so wholeheartedly; nor would it seem that legislative direction would make any easier the creative work in an industry where the creative spark is so vital to the performance of almost every moment's task. To destroy what has been built, or seriously to limit its usefulness—to weaken radio's economic structure—to attempt to widen the service the public is receiving by subtracting from that service, or to lessen radio facilities to make unavailable to any portion of our people the broadcasts they now receive—would seem to us a cause for real regret.

REV. JOHN W. LANGDALE
Spokesman for the Protestant Faiths

I HAVE no confidence in proposals that specific wave lengths be assigned for religious broadcasts. The air would not be free from religious controversy as at present. These radio services are a blessing to literally millions of people. It is our hope that nothing will be done to weaken or diminish the existing service.

ALLEN MILLER
Radio Director, University of Chicago

GIVEN the option between our present arrangements (use of commercial stations) and the operation of our own station there would be no hesitation in deciding to continue as we are. The reasons for this decision are convincing. The university is in no position to assume the expense of erecting and operating a station. We do not care to commercialize the university's reputation and standing by selling advertising to support a station.

Even if sufficient funds were otherwise available for the operation of a station, the burden of supplying programs for as much as six hours per day, of a quality designed to appeal to any considerable audience, would be too heavy to be borne by the regular instructional staff. Finally, we are convinced that larger audiences over wider areas can be reached through the facilities of powerful commercial stations whose popularity and listening audiences are established than would be possible on a station of equal power specializing exclusively in education.

The allocation of facilities for educational use, thus freeing the commercial stations from all obligations to perform an educational service for their audiences, would threaten the extinction of cooperative efforts between educational institutions and commercial stations. It is imperative that no legislative action in the guise of benefiting educational broadcasting shall destroy the best programs that are being produced by education.

PROF. EDMUND STROMBERG
Northwestern University

WE DO NOT believe we should have our own radio station. We would have to get advertising to pay for the production of programs. Radio cannot educate along deep and broad lines. For operation of stations by educational institutions a "financial subvention" must be provided. Northwestern University has received fine cooperation from the Chicago stations.

HENRY A. CARAVATTI
Business Secretary, National Council of Catholic Men

THE RIGHTS of private stations in broadcasting must be protected. Because of our program over NBC (Catholic Hour), religious hostility has diminished throughout the country.

RABBI JONAH B. WISE
Central Synagogue, New York

I DO NOT BELIEVE that radio can take the place of the adequate and competent church. More than ample time has been allotted us by the networks. I know of no suggestion I could make to make it more far-reaching and valuable, and personally I see no reason for changing the arrangement.

MRS. B. F. LANGWORTHY
National Congress of Parents and Teachers, Chicago

Radio is serving as the greatest educational force in our American life. I cannot see how any of the plans advanced can improve it, and therefore I strongly hope we may continue our present arrangements with the broadcasting interests.

NICHOLAS MURRAY BUTLER
President, Columbia University

BECAUSE of the great importance of the radio service and its growing influence as a medium not only for the entertainment of the people, but for the instruction and elevation of public opinion, I take this opportunity to submit a brief statement of my own views in reference to the general question of the use and administration of broadcasting channels.

It will hardly be denied that during recent months the radio programs now offered to the public have greatly improved and are steadily improving and that there is a disposition to get away from the more ordinary, indeed vulgar, type of advertising and entertainment. Programs have been prepared and offered to the public which have covered a wide range of information and inspiration, and upon which it would not be easy to improve.

It is of the highest importance that the relation of government to the use and control of broadcasting channels be defined in terms of those fundamental principles of our American social and political life which have so well justified themselves for a full century and a half. Few things could be more unfortunate than the direct control of broadcasting channels by government agencies, whether Federal, state or local.

Such control is perfectly certain to develop in this country, as it has already done elsewhere, into a medium for the exercise of political propaganda and influence by the group which for the time being controls governmental action. We should in this way be putting the weight of a new and powerful bureaucracy upon the backs of the American people.

The real function of government in relation to broadcasting channels is to act the part of a traffic policeman and not to undertake to be a chauffeur driving a radio automobile down any broadcasting channel. Let the government hold the balance even between various undertakings, but let it avoid any attempt of direct control, management or official broadcasting. Surely, there are enough examples before us of what happens when government attempts to control the life and the thought of a people without putting our American neck in that noose.

SAMUEL HARDEN CHURCH
President, Carnegie Institute of Pittsburgh

AS A MEMBER of the National Advisory Council on Radio in Education, I wish to express my entire approval of the efforts which are being made here and elsewhere to improve the standards of radio entertainment. While I believe that the larger number of radio programs have a high order of excellence, there is still much that comes over the radio that is cheap and undignified and inartistic. The desired end can be accomplished more satisfactorily by the frequent exercise and expression of public opinion rather than by a hard and fast order in council.

BEN G. GRAHAM
Superintendent of Schools, Pittsburgh

THE PROGRAMS which have come over the radio networks have done more than any other series to make the nation conscious of the benefits of education by radio.

WILL EARHART
Director of Music Pittsburgh Public Schools

OUR EXPERIENCE with WCAE in Pittsburgh has been such as to lead us to believe that educational broadcasts can receive such time and be of such a nature as the educational interests themselves would make them.

REV. H. P. ECKHART
Pastor St. Andrews Lutheran Church, Pittsburgh

FROM my experience I judge that the present plan of broadcasting of most of the stations of regular church services is perhaps the best and renders the best service.

PAUL SHIPMAN ANDREWS
Dean of Law, Syracuse University

SYRACUSE UNIVERSITY is entitled by its arrangement with the station (WSYR) to 17 hours each week but has never once used all of that time. Indeed, Syracuse University is intelligent enough to realize that there is no advantage in filling a lot of time with indiscriminate, half-baked broadcasting and it takes, what seems to us, the only worthwhile point of view —that is, that it should not put on a single program that hasn't been pretty carefully thought out; that it should try for quality rather than quantity; that if it is going to build up an audience it must do as good a job as it can in working out programs to appeal to listeners.

PROF. KENNETH G. BARTLETT
Director WSYU, Syracuse University

I SUGGEST the creation of a committee of educators representing all of the various interests of education by radio to meet with representatives of the commercial broadcasters who together would make definite recommendations to the Communications Commission. The object of this committee would be to specifically crystallize the demands of the educators and to discuss the problems involved in enforcing whatever recommendations they would make.

W. P. WITHEROW
President, Pittsburgh Community Fund Member, NRA Industrial Council

WCAE, and the other radio stations in Pittsburgh have been most generous in their treatment of the Community Fund and the constituent agencies of the fund. We have never had any time refused.

JOHN ERSKINE
Author and Educator

I AM quite sure that the audience would not listen [to drab educational problems]. The requests for facilities are not in response to popular demand, for the listeners would need a powerful inducement to change their habits. Educators overlook the fact that radio is an art. No art can be practiced without mastery of the technique. Radio is the easiest of all arts to walk out on, since the listener has but to turn off his radio.

The public won't listen to dry educational broadcasts, and it would be a mistake to think we could transfer the educational institution to the air without change. The proposal for education and religion to have their own facilities is terrifying. I look with horror upon the proposals that 25 per cent of radio time be reserved for education and religion. It would mean that we would lose what we have gained in education, and also that 25 per cent of the radios in the country would enjoy complete silence.

Mme. YOLANDA MERO
Advisory Chairman Women's National Radio Committee

IF THE GENTLEMEN who hold the future of radio in their hands will get together and agree on certain points regarding their advertising accounts, most of the present-day evils can be corrected without any interference on the part of the government. The women of the country who are the chief buyers of the products advertised should be consulted, however.

I understand that a few times in the course of these hearings it has been suggested that various groups get together and decide the future of radio broadcasting jointly. If this is done, we hope you will not forget to include women. We want a voice in this important subject, too. In return we offer the cooperation of millions of women who will show their appreciation of better things in radio in a very material way. The way to reach women all over the country through radio is to give them programs that their entire families may feel free to listen to.

DR. HAROLD HANSON
Director, Eastman School of Music

I CAN SPEAK warmly of the encouragement which NBC has given to the development of American music in America. It is not right to expect perfection in any organization, and it is quite possible that there may be criticisms concerning the place of radio in education. But in my opinion the progress which has been made in this field through the present agencies in radio over the past decade has been so enormous that I am well satisfied with the results.

PATRICK T. CAMPBELL
Supt. of Schools, Boston

STATIONS have been of inestimable value in protecting the public schools. They have guided us where we might have erred. From our angle I think that we, as educators, should continue to be educators, and broadcasters should continue their business of broadcasting.

(*Continued on page* 15)

XUM

KYW to Transfer Operations Dec. 3

Will Move to Philadelphia After 14 Years in Chicago

Dr. Levy

FINAL arrangements for operation of KYW in Philadelphia as a unit of the NBC-WEAF network under the local program management of Dr. Leon and Isaac D. Levy, operators of WCAU, Philadelphia were announced Oct. 18 by Richard C. Patterson, Jr., executive vice president of NBC. The new KYW transmitter will start operation in Philadelphia, Monday, Dec. 3, after having been operated continuously in Chicago since 1921.

Owned and operated by Westinghouse, KYW will use the commodious studios in the WCAU building in Philadelphia. Local programs, Mr. Patterson stated, will be furnished by the Levy brothers, subject to the policies and supervision of Westinghouse and NBC. With the transfer of the WEAF network programs to KYW in the Philadelphia area, WLIT and WFI, which now form the WEAF outlet on a time-sharing basis, will be combined to become the basic Philadelphia transmitter for the NBC-WJZ network.

Equalizing Quotas

THE ARRANGEMENT culminates several months of negotiation. Final approval of Westinghouse as the station licensee has been given. Removal of KYW, which operates on the 1020 kc. clear channel with 10,000 watts, from Chicago to Philadelphia, was ordered last year by the former Radio Commission as a means of more nearly equalizing radio quota distribution, since this clear channel originally had been assigned to the Second Radio Zone in which Philadelphia is located, but was "loaned" to the Fourth, which embraces Chicago.

In Chicago KYW has been operated under lease by the Hearst *Chicago Herald-Examiner*. With the removal of the station to Philadelphia, negotiations now are in progress for acquisition by the Hearst interests of a substitute Chicago outlet, either by lease or purchase. These conversations, it is reported, now relate to WENR, half-time clear channel station operated under lease by NBC.

The Levy brothers, both pioneers in broadcasting, were among the founders of CBS, and both are members of its board of directors. WCAU is the Philadelphia key outlet of CBS.

KYW, the second station in the country to begin operating on regular schedule, took the air Nov. 11, 1921. Mary Garden, operatic star, was the first featured artist. Others who made their radio debuts on KYW include Al Jolson, Phil Baker, Madame Schumann-Heink and Irene Bordoni.

LA GERARDINE, Inc., New York (wave set lotion) on Oct. 16 started a 13-week series of WBS transcriptions in selected markets.

CBS Political Policy

POLITICAL parties wishing to use CBS in the future for campaigns, as distinguished from educational purposes, must place their accounts through a recognized advertising agency. This new CBS policy was first put into force for a Republican National Committee broadcast Nov. 5, the night before the elections, to originate from WJSV, Washington. The account was placed by Lord & Thomas, New York, for Henry P. Fletcher, chairman of the committee, over a 77-station coast-to-coast hook-up, 10 to 10:15 p. m.

Sponsor Signs Net For 3-Hour Show

National Biscuit's Record NBC Account Saturday Nights

IN THE MOST ambitious effort yet made by any broadcast advertiser to corral the Saturday evening dance audience, National Biscuit Co., New York, will present a three-hour program of varied dance music on an NBC-WEAF network, totalling 57 stations, beginning Dec. 1. It will be called "Let's Dance."

Actually the program will involve the playing of five hours music without interruption (other than those for commercial announcements and station breaks), but only three hours will be heard in any one time zone. The program will begin at 10:30, EST, and will be fed at that time to the eastern and central time zones, reaching the latter at 9:30, local time.

Merchandising Campaign

AN HOUR LATER the Mountain Time zone will be added, and at 12:30, EST, the Pacific coast. From then until 1:30 the entire coast-to coast network will be hooked up. At 1:30 a. m., EST, the eastern and central groups will be dropped, and as 2:30 and 3:30, EST, arrive the remaining time zones will drop the program. Thus it will be 12:30, PST, or five hours after the playing of dance music began, before the program will end.

Orchestras used will be of varying types, with Don Carney as master of ceremonies. A general line of Uneeda Bakers products will be advertised, and a comprehensive merchandising campaign conducted.

McCann-Erickson, Inc., New York, is the agency handling this program—the longest regularly sponsored commercial presentation in the history of radio, with the possible exception of American Tobacco Company's Metropolitan Opera broadcasts. These sometimes ran three hours simultaneously in all time zones.

S. GUMPERT Co., Inc., Brooklyn (dessert), on Oct. 31 began "Sophisticated Lady," a musical program, on WABC, New York. The program is from 10:05 to 10:15 a. m. and the account was placed through Rose-Martin, Inc., New York.

Annual Award Created By Advertising Agency For Good Announcing

Mr. Durstine

AN ANNUAL award for good announcing has been established by Batten, Barton, Durstine & Osborn, New York advertising agency, according to Roy S. Durstine, vice president and general manager. "By good announcing we mean sincerity, accurate diction, naturalness, persuasiveness, a lack of mannerisms, and an absence of those curious inflections which belong to an unknown language in a world which doesn't exist," said Mr. Durstine Oct. 23 in announcing the "B. B. D. O. Cup for Good Announcing."

"Somehow there has grown up a technique in announcing which, we believe, is exasperating to the public, annoying to the sponsors of broadcasting programs, and detrimental to the future of radio. There are many announcers who have refused to let themselves be drawn into this style of announcing, and it is to encourage them and to beguile others away from the stilted, hot-potato school of broadcasting that we are offering this cup as a modest protest and a small indication of what we believe to be the general preference among the public and those concerned with producing radio programs."

The first award will be made shortly after Jan. 1, 1935, and thereafter each year at that time. The winner will be selected from among those announcers whose voices are heard on network programs audible in New York City. A group of five executives in Batten, Barton, Durstine & Osborn will make the decision.

W1XBS Plans Ceremony For Inaugural on ABS

W1XBS, the new high-fidelity station of the *Waterbury* (Conn.) *Republican & American*, joins the American Broadcasting System network Nov. 2 with a two-hour dedicatory program beginning at 8:30 p. m., EST. Local ceremonies will be observed in the Waterbury State Theater, seating 2,500. Studios for the station, assigned to the 1530 kc. high-fidelity channel, have been established in the Waterbury Trust Co. building, occupying about 5,000 square feet. The transmitter, an RCA 1,000-watt unit, is about midway between Waterbury and New Haven, and employs two vertical radiators 189 feet high.

Allen B. Martin, former program director of WPRO, Providence, has been appointed station director by William J. Pape, president of the newspaper. B. T. Morgan, formerly of WORK, York, Pa., is commercial manager, and E. J. Frey of the *Republican & American* staff has been designated business manager, with Eric Pape as his assistant. The chief engineer is Sidney E. Warner, a graduate of Renssalear Polytechnic Institute.

Daytime Audience Not Much Smaller Than in Evening

NBC Survey Shows How Many Listen at Various Times

DAYTIME hours, often the hardest for the broadcaster to sell, are better than their reputations indicate. So much better are they in fact, that the advertiser loses but 44.5 per cent of his audience by using daytime instead of night; from Monday through Friday, and the week-ends are a great deal better than that, the difference being only 19.1% on Sundays.

These are conclusions drawn from preliminary figures gleaned from a new survey made for NBC by Market Research Corporation of America. The survey was made by 386 interviewers who obtained 727,031 interviews in 209 cities scattered over the nation.

According to the survey, the number of potential radio homes with people present and awake is 15,774,994 in the evening (6 to 11) from Monday through Friday and 14,975,196 in the daytime (11 to 6). Potential radio homes on Saturday are slightly smaller in number and Sundays are a bit below Saturday.

Radios Turned On

OF THE ACTUAL radio homes, 9,647,970 have their radios turned on during the evening; 5,092,153 during the daytime from Monday through Friday. The Saturday audience is 8,666,445 homes in the evening, 5,580,245 in the daytime. On Sundays radios are turned on in 8,912,833 homes during the evening, 6,883,162 in the daytime.

Here is the ratio of *actual* to *potential* use of the radio, as shown by the survey:

	Evening	Daytime	Daytime Differential
Mon-Fri Average	61.3%	34.0%	44.5% less
Saturdays	59.8%	39.1%	34.6% less
Sundays	64.0%	51.8%	19.1% less

Thus the survey shows that the Sunday audience in the daytime is only a fifth less than in the evening. The audience is about a third less in the daytime on Saturday, and during the other five days something over two-fifths less.

The number of *potential* radio homes (those with radios where people are present and awake) is largest during the Monday to Friday period, falling off some on Saturday and still more on Sunday. The survey's tabulation of potential radio homes follows:

	Evening	Daytime	Daytime Differential
Mon-Fri Av.	15,774,994	14,975,196	5.1% less
Saturdays	14,484,812	14,283,965	1.4% less
Sundays	13,962,062	13,285,149	4.6% less

Also shown by the survey are the number of *actual* radio homes (radio homes with the radios turned on). These figures are:

	Evening	Daytime	Daytime Differential
Mon-Fri Av.	9,647,970	5,092,153	47.2% less
Saturdays	8,666,445	5,580,245	35.6% less
Sundays	8,912,833	6,883,162	22.8% less

All these figures are merely preliminary. In addition, NBC hopes to obtain a number of other facts covering a wide range of household and family activities and they are to be published in the near future. The conclusions here shown are described as "over-all" in their nature. The complete data is designed to be helpful to advertisers in shaping radio campaigns.

Ears and Incomes: Reaching the Wealthy

By GILBERT CANT

CBS Survey Shows How Radio Can Attract an Audience In Upper Income Levels and Still Hold the Lower

COMPLETING three surveys in which it has studied first, the economic structure of the radio audience, and second, the concentration of markets for high-priced products in radio homes, the Sales Promotion Department of CBS has now issued its analysis of the extent to which selected programs penetrate the upper income levels.

As stated in BROADCASTING last issue, when announcement was made that the study would be available shortly, it is designed to show the extent to which advertisers reach the ears of people in the higher income brackets—with emphasis on the word "ears" because the study has nothing to do with the relative ownership of radio sets in financially different strata. That has already been measured.

Four Programs Selected

THE NEW DOCUMENT, entitled *Ears and Incomes*, selects four programs of "higher-than-average-appeal," and determines the average audience for a single broadcast, the cumulative total audience during a series of broadcasts, and the classification of the people who constitute the audience into income levels.

Dr. Daniel Starch, author of *The Income of the American Family*, compiled the data on which the study is based.

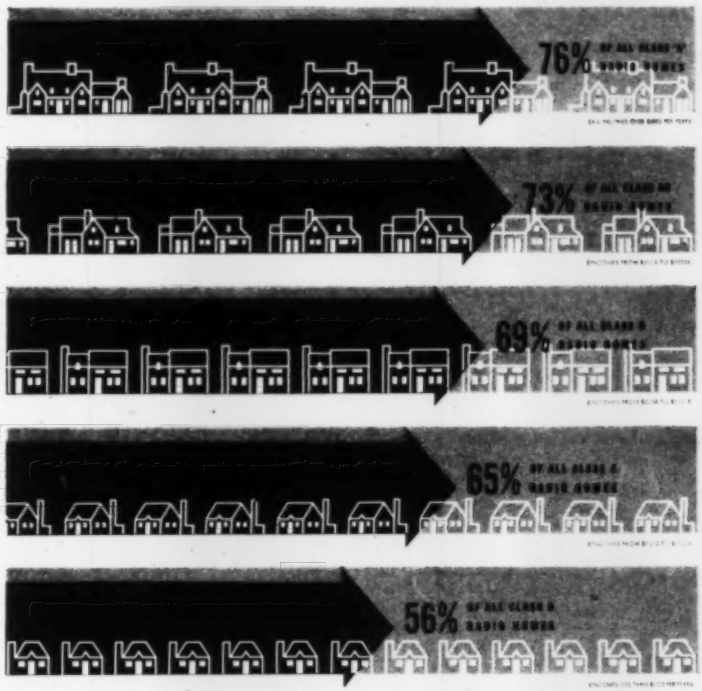
Thousands of interviews were made in 77 cities throughout the country (about equally divided as to population ranking), and a member of the family was asked "Have you listened to the Philco program featuring Boake Carter," or "Have you listened to the new Chesterfield program featuring opera stars?" All vague answers were regarded as "No's."

Quoting from the publication itself, this study "asks how many radio homes each of four programs has reached, not in a single broadcast, but in a cycle of broadcasts. it asks how deeply each program has driven its message through each income level. It tackles the question of the whole job which the whole advertising appropriation has done. It aims at an answer for company treasurers as well as program directors. It takes in its stride the elements of time and frequency and program character—and measures their combined result."

The Cigarette Program

THE LIGGETT & Meyers Tobacco Co. program for Chesterfield cigarettes, the Philadelphia Storage Battery Co. presentation of Boake Carter for Philco radios, the "March of Time," then sponsored by Remington Rand, Inc., and the Fletcher's Castoria program of the Centaur Co. were selected for the test.

Chesterfield, with its orchestra and chorus under Andre Kostelanetz and three opera stars as soloists (Rosa Ponselle, Greta Stueckgold and Nino Martini) was found to reach 76 per cent of all radio homes in which the income exceeded $5,000 annually; 73 per cent of those with between $3,000 and $5,000; 69 per cent of those with between $2,000 and $3,000; 65 per cent of those with between $1,000 and $2,000, and 56 per cent of those with less than $1,000. The combined penetration in all income levels amounted to 69.2 per cent.



IN FOUR MONTHS ON THE AIR—Chesterfield program featuring opera stars reached each incoming group as shown in the chart reproduced from the CBS study. The penetration in the five classes of radio homes is shown by the arrows. The groups, from top to bottom, are: Over $5,000 income per year; $3,000 to $5,000; $2,000 to $3,000; $1,000 to $2,000; less than $1,000.

Forty-five half-hour broadcasts, on a thrice-weekly schedule, had been made in this series before the completion of the study. During this four-month period, then, 69.2 per cent of all radio homes had been reached, or 12,456,000, representing more than 37,000,000 listeners.

For the Philco program, the range was between 71 per cent and 52 per cent, with an over-all coverage of 65.5 per cent; for the "March of Time" the spread was between 66 per cent and 48 per cent, with an average of 60.5 per cent, and for the Castoria program, 55 per cent to 38 per cent, or 46.5 per cent of all radio homes.

In the above figures fractions or less than 1 per cent have been ignored except for the total penetration items; from the accompanying table, where one place of decimals is shown, it will be seen that with only one exception the penetration was greatest in the highest income level, and least in the lowest income level. The exception amounts to 0.6 per cent, in the case of the "March of Time," as between class A and class B homes.

Reference to the expenditures made by the four sponsors whose programs are under consideration shows that without exception, the cumulative audience reached is in direct proportion to their cumulative investment in radio advertising.

The study itself is confined to the question of the extent of program penetration in the different income strata, and the answers have already been set out. Possibly overshadowing the study in importance, however, are two appendices—one showing the number of "advertising impressions" certain of the programs made, and the second comparing this with similar figures for magazine advertising.

How Many Listeners

IN THE CASE of Chesterfield, the number of radio homes reached was written down, for conservatism and for the sake of round numbers, to 12,000,000. This represents 36,000,000 people. According to a separate survey made a little earlier by the Market Research Corporation, there were approximately 8,000,000 listeners to any one Chesterfield program. It is obvious that it was not a different 8,000,000 each time the program was broadcast, but the percentage turnover in audience cannot be accurately estimated. The known quantities are the number of listeners to one broadcast and the number who hear the program throughout the sequence of 45 programs.

Multiplying 8,000,000 by 45, a total of 360,000,000 "advertising impressions" is arrived at. The total number of people impressed is 36,000,000. Dividing the latter into the former, it is seen that those who listened to the Chesterfield program listened an average of 10 times.

Philco had an average of 6,000,000 listeners per broadcast, and a total of 30,000,000 listeners at the end of a year and a half. After a short trip into mathematical billions, the statistician finds that these 30,000,000 people each heard Boake Carter an average of 78 times. No comparable figures, such as those compiled by the Market Research Corporation, are available for the other two programs under consideration.

The highly important comparison with other advertising media is most effectively told in the language of the CBS study,

(*Continued on page 40*)

A Survey of Radio and Incomes

HERE ARE the results of the CBS study of four selected programs. Figures are percentage of radio homes in each income level reached by each program.

Income Classes	*Chesterfield*	*Philco*	*March of Time*	*Castoria*
CLASS A HOMES Over $5,000 Incomes	76.0%	70.5%	65.9%	55.0%
CLASS BB HOMES $3,000-$5,000 Incomes	73.5%	70.2%	66.5%	48.3%
CLASS B HOMES $2,000-$3,000 Incomes	68.8%	67.2%	59.5%	47.2%
CLASS C HOMES $1,000-$2,000 Incomes	64.7%	60.9%	54.8%	41.8%
CLASS D HOMES Under $1,000 Incomes	55.6%	52.2%	47.9%	35.7%
ALL INCOME CLASSES	69.2%	65.5%	60.5%	46.5%

Improved Advertising Claimed As Result of Survey by FTC

'Toning Down' of Continuities by Industry Proves 'Gratifying' to Federal Officials

A "VERY NOTABLE and surprising toning down" of advertising claims in commercial radio programs has been detected by the Federal Trade Commission in its examination of nearly 200,000 continuities submitted to it by stations, networks and transcription companies, BROADCASTING was informed Oct 25 by E. J. Adams, chairman of the FTC Special Board of Investigation in charge of the survey.

Commenting on the second call upon the industry to file copies of advertising continuities, issued October 18, Mr. Adams declared the FTC is highly gratified over the progress being made through voluntary efforts of the industry. To the first call, covering continuities during July, a 100 per cent response was received, surpassing the fondest expectations of the FTC.

Better Than Expected

"WE WERE very much pleased and quite surprised at the very notable toning down of advertising before July 1 and after the Commission had announced that it would seek to eliminate false and misleading advertising from the air," Mr. Adams asserted. "The result was that we found much less bad advertising in the continuities than we had expected, based on what we had heard over the air prior to that time. We are particularly pleased because we accomplished all that we could have accomplished with the most elaborate procedure on our part. Our job is to prevent wrongdoing in advertising as quickly as possible without punitive action."

The second call for continuities, for the period from Nov. 15 to Nov. 30, covers only the first radio zone, as defined in the Federal Communications Act. The other four zones will be covered on a staggered basis, to enable FTC to handle the work in orderly fashion. The second call, which will cover the two-week period from Dec. 1 to 15, will be issued about Nov. 1. It will not, however, cover the second zone, since the FTC has decided to "scatter" the calls. The first zone comprises Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Massachusetts, New York, New Jersey, Delaware, Maryland, District of Columbia and Puerto Rico.

FTC Takes Action

IN RESPONSE to the first call last summer, FTC received 180,877 continuities. Of these, 141,466 were found to be subject to no criticism and were filed without further action. The remaining 22,411 were set aside for further examination. Of the ten network systems, including the regional chains and 598 stations, all filed their continuities in compliance with the request, while continuities submitted by transcription companies represented about 95 per cent of the total volume of such advertising.

Commenting on continuities held for further examination, Mr. Adams explained that in some 50 instances it was found that the FTC already had started preliminary proceedings against the same advertisers because of their periodical advertising, and the radio phase was then included. In addition, he asserted, some 60 or 70 other continuities have been singled out for preliminary action, and questionnaires have been sent to the advertisers, following usual procedure. He estimated that of the 22,000 continuities held for further examination, the number upon which preliminary questionnaires will be required probably will simmer down to about 1,000, and then in every case the advertiser will have the alternative of eliminating the questioned matter voluntarily, or face litigation.

As in the case of newspaper and other periodical advertising, it was learned, the bulk of the questionable continuities dealt with commercial credits covering drugs, medicines, and cosmetics. A wide variety of other commodities, however, are involved.

No Hair Splitting

THE SPECIAL BOARD, Mr. Adams asserted, at this time is inclined to take action against only those advertising claims that are "clearly flagrant." It is not disposed to "split hairs" and is taking a lenient attitude because of the early stage of the survey and due in some measure to the cooperation being given by the industry. "Later," he asserted, "we will follow up with a little closer scrutiny."

In his letter to stations in the first zone, calling for continuities, Otis B. Johnson, FTC secretary, stated a "promising start has been made and real progress achieved." He added, however, that much remains to be done and that the FTC asks the industry to continue to cooperate in the task.

Procedure with reference to electrical transcription was modified so that hereafter "copies are desired of all commercial announcements appended to or given in connection with a transcription (electrical or otherwise, where such commercial portions of the program are delivered or read by an announcer in the local stations."

It was emphasized also that call letters of stations and the date of broadcast be printed, stamped, or written upon each sheet of continuity submitted. The name and address of the advertiser also should be indicated where it does not clearly appear. Together with the letter calling for continuities, the FTC sent postal franks, requiring no postage for the returns. It asked that the continuities be mailed weekly.

THE WANDER Co., Chicago (Ovaltine) is now spotting its "Orphan Annie" transcriptions for a 52-week schedule on KLZ, KSL, KTAR, KNX, KGO, KJR, and KGA, placed through Blackett-Sample-Hummert, Inc., Chicago.

5 Billions in Sets

THE AMERICAN public has invested between four and five billion dollars in radio receivers and other radio equipment for the home in the dozen years since broadcasting became a recognized industry, according to Paul B. Klugh, vice president of the Zenith Radio Corp. and legislative chairman of the Radio Manufacturers Association. Appearing before the Broadcast Division of the FCC Oct. 20 during the "25 per cent hearings," he asserted also that due to returning prosperity, it is estimated that four million sets will be sold during 1934. The estimated number of sets now in use is 18,500,000.

WMAQ Buys Equipment Left in Chicago by KYW

UPON removal of KYW from Chicago to Philadelphia December 3, the transmitter of the station will be taken over by WMAQ, Chicago outlet of NBC, which has purchased the equipment and site at a price understood to be about $60,000. WMAQ is authorized to use 50,000 watts power on its clear channel, and will operate with that power upon taking over the KYW plant near Glen Ellyn, Ill., about five miles west of the present WMAQ transmitter.

Meanwhile, negotiations are understood to be going forward between Hearst radio interests, NBC, and WCFL, Chicago Federation of Labor outlet in Chicago, looking toward an arrangement under which the Chicago *Herald-Examiner* will acquire an outlet to replace KYW, which it has operated under lease. WENR, half-time clear channel station operated by NBC, is figuring prominently in these conversations, with WCFL regarded as a possibility should the efforts in connection with the former station fail.

Publisher Buys KTBS

A SECOND Louisiana station has been taken over by a newspaper with the purchase of KTBS, Shreveport, an NBC outlet, by John D. Ewing, publisher of the *Shreveport Journal* and *Times* and the *Monroe World* and *News-Star*. The purchase price was not announced, but Mr. Ewing stated that "the transaction is in keeping with the present-day trend toward linking news and radio service with resultant advantages to radio listeners and to advertisers." In Baton Rouge, WJBO is owned by the *Baton Rouge Star-Times* and *Morning Advocate*. The KTBS personnel will not be changed.

RUDOLFO USIGLI, of the Mexican Ministry of Education, Mexico City, spent 10 days in Los Angeles visiting stations and educational institutions, planning to follow the visit with a tour of the East. He is in charge of dramatic and literary programs on XFX, Mexico City, operated by the Mexican government.

Des Moines Paper Buys Station WMT

Shift to Cedar Rapids Asked To Reach Populous Centers

Mr. Shaw

WMT, WATERLOO, Ia., has been sold by Harry Shaw, former NAB president, to the Cedar Rapids Broadcasting Co., Inc., operating KWCR, Cedar Rapids, Iowa, and owned by the Des Moines *Register-Tribune*, for a price understood to be about $150,000. Consummated Oct. 19, the sale is the result of more than a year of intermittent negotiation.

With the acquisition of the Waterloo station, a CBS outlet on 600 kc. with 1,000 watts night and 2,500 watts day, the *Register-Tribune* now owns three Iowa stations. The others are KSO, Des Moines, on 1,320 kc. with 500 watts night and 1,000 watts day power, and KWCR, on 1,430 kc. with 250 watts night and 500 watts day. Both are basic outlets of the NBC-WJZ network.

Would Move Station

Mr. Hanrahan

PROMPTLY after the purchase applications were filed with the FCC Oct. 20 seeking authority to move WMT from Waterloo into Cedar Rapids, to cover both cities as well as a number of densely populated border cities, including Davenport, and to move KWCR from Cedar Rapids into Des Moines. While details were not known, it was presumed that should the applications be granted, CBS programs would be switched from WMT to KWCR in Des Moines which now does not have a CBS outlet. The NBC-WJZ network programs of KWCR would be placed on WMT at its new location in that event. Under this plan Des Moines, largest city in the state, would be provided with programs of three national networks.

All negotiations have been handled by Gardner Cowles, Jr., president of the Iowa Broadcasting Co. and an executive of the newspaper and James C. Hanrahan, executive vice president of the corporation operating the stations. Both were in New York during the week of Oct. 22 in connection with the network affiliations of the stations.

Laud Mr. Shaw

HIGH TRIBUTE to Mr. Shaw upon his retirement from the broadcasting field, was paid by Mr. Cowles and Mr. Hanrahan. They pointed out that in spite of the sale of WMT, he will be consulted in connection with the operation of the stations. The sales contract, approved by the Broadcast Division of the FCC Oct. 23, is understood to cover payment to Mr. Shaw over a 10-year period and to preclude his engagement in the operation of a station in Iowa for a stipulated period.

Using the Police as a Radio Sales Force

By WILLIAM N. ROBSON
Director of Radio, Hixson-O'Donnell, Inc., Advertising, Los Angeles
As Told to Dr. Ralph L. Power

"Calling All Cars," in Less Than a Year, Proves a Good Sales Getter for Rio Grande Oil Company; Employs Novel Ideas

HOW THE MIGHTY arm of the law is dramatized to sell gasoline on the West Coast is told in this article. An outstanding success in less than a year, this program offers food for thought as an example of effective salesmanship. The writer and producer, a classmate of Lanny Ross, was a member of Prof. Baker's famed "Workshop" at Yale. He worked on a Pittsburgh newspaper until Hollywood called. There he was a film producer, and his adaptation and dialog for Universal's "Private Jones" attracted the late Don Lee, who hired him as a staff producer at KHJ. Now he is affiliated with the agency producing "Calling All Cars."

"CALLING All Cars" has been on the air almost a year for our client, the Rio Grande Oil Co. First over KHJ, KGB and KDB, Southern California Don Lee units, the program recently added a half dozen other Don Lee and McClatchy stations in Northern California, and now has eight outlets for its weekly 30-minute evening broadcast.

Independent service stations handling the Rio Grande product report a consistent rise in sales, and the latest official report shows that Rio Grande leads all companies in percentage of actual sales increase. Since there is a moratorium among refiners against opening new pumps, this indicates the sales increase was not due to installation of more retail outlets but to more sales from the regular outlets. To the radio program goes the credit for the decidedly upward trend in sales.

There has been no particular effort to check the popularity of the broadcasts, because radio critics and independent surveys universally attest to the hold which they have taken on the public.

An Audience Getter

HOWEVER, two weeks after "Calling All Cars" was started, a survey showed the feature above "Amos 'n' Andy" which at that time was on the air at the same hour as the Rio Grande program, with a percentage of 49.8 for ours. Subsequent surveys made by Fonda and others have always shown the same result.

In the past year we have made two definite attempts to check audience numbers through a "key" system. Of course such a method is not all-inclusive, for many hearers are not car owners and thousands among the audience live in isolated spots without autos or in distant places where Rio Grande products are not available. Then, where a single motorist may "check in" on the program, it is probable that his family of bona fide listeners may actually number a dozen or more.

The first check was a radio log offered at Rio Grande dealers and listing future production schedules and information on "Calling All Cars." Some 200,000 were called for by car owners in the first 15 days.

For the Youngsters

IN OCTOBER we started a "Junior Police Department" for juvenile listeners and, while totals will not be available for some weeks, the final figure is certain to be large.

This "Junior Police Department" is a safety measure for school children. They call at the neighborhood Rio Grande station, secure an enrollment blank and have their parents sign it. The application is mailed and a metal "police badge" sent without charge. It is used in safety exercises and should be effective in spreading the safety idea.

While Rio Grande products are advertised for present-day motorists, we keep in mind that boys and girls will become car owners.

Appeals to the Young

RECENTLY an independent agency (not ours) interviewed 225 children as to their program preference. "Calling All Cars" was listed by 167 as their first choice, while 161 placed it second.

"Calling All Cars" was prefaced for the first nine months with a brief talk by Chief of Police James E. Davis, of Los Angeles. With the enlarged chain hook-up, police chiefs in other cities will be heard.

A definite Rio Grande tie-in with police and fire departments has been valuable because most of the departments in the larger California cities use the product.

Naturally, the broadcasts emphasize that "crime doesn't pay." The episodes are true-to-life incidents gleaned from police records and often include detectives, police announcers and others who figured in the original event.

Some episodes are from past records, others almost "on the spot" happenings. For instance, Burma White, bandit moll whose husband was shot, furnished the material for one program. At the moment it went on the air, she was boarding a train for San Quentin.

The day the Mae West jewel robbery was dramatized, Florida police picked up the chief suspect. Of course, the Dillinger episode was a hot lead and was put on the air without delay. The famous Gettle kidnaping case was recreated while it was still news and Mr. Gettle, together with local state and federal officers, spoke on the program. Because of its national importance it was broadcast over the entire CBS network.

Rehearsals are held the afternoon of the broadcast. Dr. Charles Frederick Lindsley, professor of speech education at Occidental College, acts as narrator. Prominent radio artists are used, but changed frequently.

The success of the feature on the Don Lee chain has made it necessary to provide a similar series in transcription form for several Arizona stations.

Not content with just one feature, Rio Grande recently decided to use other radio programs.

Carry Themselves

THEY are now sponsoring on the Don Lee network the "Rio Grande Crack Police Band" once a week for a 15-minute spot and "Mona Lowe's Little Revue"—blues singer, pianist and orchestra—for a similar period another evening.

Thus "Calling All Cars" on a Wednesday is followed Thursday and Friday with other Rio Grande programs. In addition, the Sinclair Minstrels, Monday nights on NBC stations, are released on the Pacific coast with localized Rio Grande commercials on the California outlets.

All of these broadcasts have "carried themselves," with the exception of a few small newspaper ads used at the start of the "Calling All Cars" series.

As time goes on, I believe, more tie-ins, such as the radio log and the Junior Police Department will be used. In the meantime the program has endeared itself to the ears of the listening public and it has created an unmeasurable amount of good will for Rio Grande, in addition to a substantial increase in sales for the client's product.

"CALLING ALL CARS"—Here are members of the company. At left with baton, Frederick Stark, music director; kneeling at left, William Robson, author and producer; above him, James E. Davis, Los Angeles police chief; kneeling at right center, Prof. Charles F. Lindsley, narrator. Inset, police badge given junior listeners.

WBS Asks Change in Disc Rules For Its Daily Program Service

Would Clear Up Confusion Over Announcements Where Continuity of Transcription Is Continuous

FORMAL request that the rules for announcement of electrical transcriptions be revised to cover explicitly the World Broadcasting System Daily Program Service started this year, was made in a petition filed with the Broadcast Division of the FCC Oct. 17 by the World Broadcasting System.

Filed by Paul M. Segal and George S. Smith, counsel for WBS, the petition proposes definite language to be added to the existing regulations, and asks that WBS be afforded an early opportunity "to offer evidence and present oral argument" to show that the language proposed is necessary and desirable. The existing regulation (Paragraph 176, Rules and Regulations), would be amended by adding the following:

In cases where a library of electrical transcriptions made exclusively for broadcasting purposes is so made that a number of individual selections are used in the presentation of a coherent and continuous program, then even though that program is not produced from one individual mechanical reproduction, but is assembled into a continuous program through the use of selections from several such reproductions, the program is nevertheless an electrical transcription program and the announcement thereof is governed by the first sentence of the second paragraph of Rule 176. The use in such program of various commercial credits or announcements shall not be considered as interrupting the continuous character thereof.

To Avoid Confusion

THE PURPOSE of the petition, it is stated, is to "seek a formal clarification of present regulations governing the announcement required to be made in connection with a type of electrical transcription program exclusively developed by the petitioner. It is the belief of the petitioner that the proposed language is consistent with the intention, if not the letter of present regulations. Experience in the field, however, has revealed certain uncertainties in the minds of employes of the Commission which has resulted in confusing interpretations."

The petition brings out that WBS is the "world's largest and leading producer and distributor of electrical transcriptions made exclusively for the service of broadcasting stations." As of Sept. 26, it stated the WBS Daily Program Service was in regular use on 101 stations (the total now is 108). "This system of stations is the largest and most extensive assembled into the use of any type of systematized program service."

An explanation of the scope of the service, the manner in which it is performed, the character of artists recorded, and the method and quality of performance, is recited. Invested in this service, the petition states, is approximately $276,000, of which $100,000 represents turntable equipment, a similar amount for transcriptions and talent, $40,000 for acetate discs and royalties, $20,000 for preparation of continuities, and the balance for miscellany, such as files and records for stations and packing and shipping.

In addition to the program service, the petition states, WBS assists member stations in establishing and maintaining commercial relationships with sponsors, in assembling data as to markets, in developing promotional material for the programs and generally in placing the programs to their most beneficial and effective use. The petition continues:

By means of the Daily Program Service, member stations, particularly smaller and more remote stations, have been able to obtain and present high quality programs having a large and enthusiastic following and using talent not otherwise available to them; they have been able to make substantial advances in the elimination of phonograph record programs; they have been able to offer to local and regional sponsors inexpensive programs which are acceptable in length and quality, thus substantially reducing the number of "announcement" periods and placing the local and regional sponsors on an equality with national advertisers making large expenditures; they have been able to offer effective avenues for national advertisers in local stations.

The sole purpose of any regulation with regard to the announcement of mechanical reproductions is to prevent misrepresentation — either intentional or otherwise—as to the character of the presentation. No program, whether it reaches the broadcasting station over a wire line from a national network or is made available under the petitioner's method, should be so announced as to give the impression that the artists are physically present in the studio. In the case of the wire-connected networks it had been found that half-hourly announcements are quite adequate to prevent confusion.

The petitioner submits that there is no possibility of confusion under the interpretation here suggested for its program announcements. Under regulations of the Commission, the member stations are required to announce the transcription character of the program at the outset thereof. Each program carries a continuity of thought, title and character. That continuity is by no means interrupted during the course of the program's presentation.

Any unnecessary and repetitious breaks during the course of the program are unpleasant and harsh. They serve to interrupt rather than to maintain the harmony of the program. They arouse antipathy. They threaten the utility of the entire service. A requirement by regulation for repeti-

(*Continued on page 37*)

KNX to Seek 300 Kw.

THE DEFINITE intention of KNX, Hollywood, to apply for power of 250,000 or 300,000 watts was announced by Guy Earl, Jr., KNX operator, while in Washington Oct. 16 to testify at the FCC educational radio hearings. Mr. Earl said his station would seek the super-power in an application to be filed shortly after Nov. 1. KNX now operates with 50,000 watts on the 1050 kc. frequency, which is occupied at night by only one other station on the continent —CRCK, Quebec, operated with 1,000 watts by the Canadian Radio Commission.

CBS Control Room in Detroit

THE NEW CBS control room at CKLW, Detroit-Windsor, CBS outlet, in Symphony Hall, Detroit, is located back stage where there once was an exit door. The $10,000 control room was used for the first time Oct. 7 when the Detroit Symphony orchestra, directed by Victor Kolar, made its bow over a CBS coast-to-coast network for the Ford Motor Co.

In the photograph are Edward Knight, CKLW studio operator, at left, assisting Laurence Fisk, commercial program remote supervisor. Robert B. White, of CKLW, has been appointed to supervise the Ford Sunday Evening Hour by John Carlile, CBS production manager. The account is handled by N. W. Ayer & Son, Inc., Detroit.

Sustaining Events On Mutual Chain

SUSTAINING programs, in addition to commercial features, are being interchanged over the newly formed Mutual Broadcasting System, comprising WOR, Newark; WGN, Chicago; WLW, Cincinnati; and WXYZ, Detroit, and it is planned to expand this service.

Among studio features now distributed over the major market network, which is the successor to the non-incorporated Quality Group, are the orchestras of Ted Weems, Earl Burtnett, Jan Garber and Wayne King, from WGN, each for 15-minute night periods Mondays, Tuesdays, Wednesdays, Thursdays, and Fridays. Keyed from Detroit is Eduard Werner's "Varieties," a half-hour feature, heard on Wednesdays.

Three commercial sponsors now using the system are Horlick's Malted Milk, featuring "Lum and Abner"; Baume Bengue musical show and Wasey Products, Inc., featuring the "Timely Philosopher."

Code Meeting Nov. 8

POSTPONEMENT until Nov. 8 of the meeting of the Code Authority for the broadcasting industry originally scheduled for Oct. 25 has been ordered due to the illness of members of the board. The meeting was called by John Shepard, 3rd, Yankee network, and chairman of the Code Authority, to consider alterations in the code and code procedure recommended at the general code meeting in Cincinnati on Sept. 20, in addition to routine matters.

Musicians Demand Disc Identification

Oppose NAB Request to Drop Announcement Regulation

OPPOSITION to the resolution adopted by the NAB at its convention in Cincinnati in September, urging elimination of the requirement that electrical transcriptions be announced as such, was expressed in a petition filed with the Broadcast Division of the FCC Oct. 17 by Gen. Samuel T. Ansell, general counsel of the American Federation of Musicians.

The procedure followed by Gen. Ansell was identical with that he pursued a year ago, when the previous NAB convention adopted a similar resolution. In his new petition he recounted the reasons given last year in opposing the resolution, and asked that if the FCC decides to reconsider the transcription announcement regulation, that he be given an opportunity to be heard orally.

"The reasons assigned, heretofore and now, for getting rid of the announcement," the petition stated, "are: (a) Electrical transcription programs are 'excellent' and are 'entirely acceptable' to listeners and stations; (b) The announcement results in 'serious loss in income' to the broadcasting industry and its elimination will result in definite profits to the industry.

Musicians' Viewpoint

GENERAL ANSELL called attention to the petition he filed on Oct. 25, 1933, in which he protested against elimination of the announcement.

"We protested then, and we protest now, against the elimination of the requirement, because (a) The resolution is entirely motivated by broadcasters' and transcription manufacturers' avid desire for profits, with no regard for the public interest; (b) if transcriptions are so good and so acceptable, why the objections to letting people know that they are transcriptions?; (c) If the transcriptions are profitable when they are not announced and not profitable when they are announced, to request you to eliminate the announcement is to request you to cooperate in deceiving the public for the benefit of tricky broadcasters.

"The fact is, the real representatives of the industry do not object to the announcement and its elimination would advantage only those who want to deceive listeners into believing they are hearing living, not canned, music; (d) To extend the use of transcriptions and records is still further to cheapen radio programs; (e) Government should not aid in further substituting mechanized sounds for living music; (f) Whatever tends to increase the present terrible unemployment among American musicians is not only indefensible, it is inhuman and cruel."

In conclusion, the AFM petition alleged that although the regulation which requests the announcement of mechanical reproductions is in the public interest, "it is too generally ignored and always with impunity. We respectfully request you not only to maintain the regulation but to use your abundant power, over licensees, to see that the regulation is obeyed."

FCC Orders An Investigation Into Clear Channel Structure

Plans For Inquiry To Be Discussed Nov. 9; Local And Regional Stations Also Are Involved

AN INVESTIGATION of clear channels, broadly following the petition filed last summer by 13 independent clear channel stations, was authorized Oct. 30 by the Broadcast Division of the FCC. Scheduling an informal conference on the matter in Washington Nov. 9, the FCC laid plans under which this study will be undertaken at a cost to it of approximately $12,000. Actually, it is estimated that the industry will spend approximately four times that amount in making its contribution to the study, or that $60,000 will be entailed in the gathering of data.

The study, the announcement said, will cover the entire broadcast structure "both as to results of allocation on clear channels and on channels to which more than one station is assigned to operate simultaneously at night." This was interpreted to mean that regional and local channel assignments will be studied in so far as they relate to duplication of service in rural areas also served by clear channel stations. Thus the entire broadcast spectrum will be embraced within the technical survey, but with particular emphasis on clear channels.

Will Take Six Months

WHEREAS the clear channel petition, filed Aug. 7, requested three specific actions by the FCC, the Broadcast Division at its meeting Nov. 9 granted the basic proposal for an investigation in part, deferred the second proposal that regulations be restated or amended as they relate to clear channels until after the preliminary investigation is made, and denied the third proposal that the status quo be maintained as to clear channels pending the investigation.

The petition seeking the investigation alleged that nine of the 40 clear channels originally set aside for exclusive night-time operation of high power stations had been "broken down" and expressed the fear that the entire clear channel system was "in imminent danger of total or partial breaking down with corresponding destruction of rural broadcasting service." The stations which signed the original petition were KFI, KNX, WBAP, WFAA, WGN, WHAM, WHAS, WJR, WLS, WLW, WOAI, WSB and WSM. (For full details of petition see Aug. 15 issue.)

It is likely that the survey will consume at least six months, after which future action will be dependent upon the Broadcast Division's analysis of the data accumulated. The announcement follows in full text:

The licensees of certain clear channel stations petitioned the Commission for an investigation of the service rendered on clear channels and a restatement of the regulations regarding them. The Broadcast Division has decided to conduct a thorough survey of the broadcast structure both as to results of allocation on clear channels and on channels to which more than one station is assigned to operate simultaneously at night. This survey will be made for the purpose of determining the service available to the people of the United States and the type of stations that the listeners in rural areas are dependent upon for their service. The degree of interference or impairment of service caused by duplication of certain high power stations is to be investigated, as well as the possibility of providing additional high power stations without reducing the service to the listening public from existing stations.

The cooperation of the licensees of all broadcast stations is requested in making this survey. All licensees volunteering their field intensity equipment and personnel to make the observations and measurements should notify the Commission of the facilities which they are willing to place under the direction of the Commission for conducting the survey. The extent and scope of the survey will to some extent depend on the facilities that are made available.

An informal conference will be held at the office of the Commission in Washington on Nov. 9, 1934, for the purpose of determining definitely the details of the survey and prorating the assignments to the licensees volunteering their facilities. This survey will be made under the strict supervision of the Commission and the measuring facilities of any station accepted will not be limited to measurements on the licensee's station alone, but will be assigned other territories.

This is the survey generally requested in proposal numbered (1) by the petitioners.

The proposal numbered (2) is dependent entirely upon the survey to be made and need not be considered further. It is obvious that if the information and data secured from the survey indicate that new or amended regulations should be promulgated, they will be considered by the Division later.

The proposal numbered (3) of the petition, if granted, would preclude the Division from taking any other or further action with respect to duplicate night time operation on clear channels. It is considered that to grant this proposal would violate the spirit of the law. Therefore, proposal numbered (3) must be and is denied.

MANUEL VILA, president of the Radio Corporation of Puerto Rico, operating WKAQ, San Juan, died suddenly Sept. 23.

Father Coughlin Returns With Enlarged Network

EMPLOYING the largest independent network he has ever used in his Sunday broadcasts, Father Charles E. Coughlin began the eighth year of his "Golden Hour of the Little Flower" broadcasts over a 29-station hookup Oct. 28, launching a 26-week schedule. The cost of each hour's broadcast over the chain amounts to approximately $8,000 per week.

Strong defense for American broadcasting was voiced by the militant pastor-broadcaster in opening his new series. He declared that so long as freedom of speech and freedom from domination of special interests are maintained in American radio it need have no fear of "nationalizing or socializing" the system. Also participating in the opening broadcast were Alfred J. McCosker, president of WOR and chairman of the new Mutual Broadcasting System, and Leo J. Fitzpatrick, vice president and general manager of WJR, both close friends and radio advisors of the priest.

Stations comprising the network are WLW, WCAU, WGR, WOL, WHO, WOC, KWK, WCAO, KSTP, WJAS, WOKO, WFBL, WOR, WGAR, WJR, WHB, WJJD, KYW, WOW, and the Yankee Network made up of WNAC, WDRC, WEAN, WICC, WORC, WLBZ, WMAS, WFEA, WNBH, and WLLH.

WOR Takes News From Transradio

San Francisco Bureau Opened To Speed News Distribution

AFTER carrying on without news coverage other than that furnished by commentators, WOR, Newark, has now signed with Transradio Press for full spot news service. On weekdays there will be four 5-minute periods, at 8:15 a. m., 12 noon, 5:05 p. m., and 11 p. m. On Sundays three 15-minute broadcasts will be carried at 11:15 a. m., 3 p. m. and 11 p. m.

Transradio Press now has contracts signed with 150 stations, Herbert Moore, its president, told BROADCASTING. Deducting those which hinge on a contingency, such as the installation of short wave equipment for receiving purposes, the bureau is now serving 130 stations.

To speed up distribution and facilitate coverage on the Pacific coast, a bureau will be opened in San Francisco within a few days. Hitherto news has been routed from New York to Los Angeles and redistributed there. Henceforth it will go to San Francisco, saving time in reaching most West Coast cities, and reducing the cost to the Northwest substantially, without causing an appreciable increase to stations in Southern California.

* * *

SINCE communities which observed daylight saving time during the summer have reverted to standard time, evening reports of the Press-Radio Bureau are being broadcast an hour earlier in the Central time zone. Originally the report was to be put on at 9 p. m., local station time. During the summer this was changed to 6:30, but owing to the crazy-quilt appearance of the time map during summer months, distribution was difficult.

The new arrangement will give the news to the eastern zone at 6:30 p. m., the central at 5:30. This enables the networks to carry the reports to all basic stations.

SUPPLEMENTING its network program over NBC, Packard Motor Car Co., Detroit, has added "Packard Fiesta," featuring Spanish and Mexican music over KPO and KFI in a special NBC hookup, Sundays, 10:15-10:45 p. m., PST. The account is placed by Young & Rubicam, New York.

RADIO BATTLE ROYAL—With eleven direct applicants and more than a score of stations as respondents, the FCC Broadcast Division on Oct. 22 is here shown conducting the most arduous competitive station hearing to confront it since succeeding the Radio Commission last summer. The case, expected to consume two weeks, involves applications for assignment on the 640 kc. clear channel upon which KFI, Los Angeles, is the dominant station, which, if granted, would have the effect of "breaking down" the channel. One group of applications, sponsored by the *Cleveland Plain-Dealer*, controlling WHK, Cleveland, and WAIU, Columbus, proposes a shift involving WKBN, Youngstown; WAIU, and WJAY, Cleveland, under which the newspaper would acquire a second outlet on 640 kc., in Cleveland. Other applications for assignment on 640 kc. are Portland (Me.) Broadcasting System; Eastland Co., Portland, Me. (Henry P. Rines); Kunsky-Trendle Broadcasting Co., Detroit (WXYZ); WAAB, Boston; WFLA-WSUN, Clearwater, Fla.; WORC, Worcester, Mass.; KFUO, St. Louis, and Irving D. Sisson, Pittsfield, Mass.

XUM

Performance of Program Over the Air Held Not to Abandon Property Rights

Federal Court Upholds Both NBC and the Texas Co. In Suit Against Uproar Co., Publishing House

RENDERING of a performance before the microphone "cannot be held to be an abandonment of ownership to it by the proprietors or a dedication of it to the public at large," according to a ruling by the Federal District Court of Boston, granting the petition of NBC and The Texas Co. (Texaco) for a permanent injunction against the Uproar Co., Boston, publishing house.

The injunction specifically enjoins the Uproar company from "publishing, advertising, selling or distributing the pamphlet entitled *Uproars* or any other publication containing the script furnished to the defendant, The Texas Co., under the contract above referred to, or any extension or renewal thereof; and from making any commercial use whatever of the name 'Graham McNamee' so long as his contract with the National Broadcasting Co., or any extension or renewal thereof is in force."

How It Started

THE CASE grew out of a suit filed by the Uproar Co., alleging that Ed Wynn, "Fire Chief" of the Texaco program on NBC, by mesne assignment had given the Uproar company the right to publish in pamphlet form the subject matter of his broadcasts over NBC as part of the advertising program sponsored by the Texas Co. It alleged further than NBC and the Texas Co. had "conspired" to prevent the publishing house from advertising the publication over NBC and had "interfered with" and "caused to be cancelled" contracts with other broadcasting companies for radio advertising. It sought damages under common law and the anti-trust laws.

In his opinion, rendered Oct. 10, Federal Judge Brewster brought out that the Texas Company agreed to pay Wynn $5,000 for each broadcast and that this figure, in his judgment, included not only the performance but the script as well. In the case of McNamee, he found that he was under exclusive contract to NBC and that the network, in turn, had contracted with The Texas Co. for the announcer's services at a figure of $250 per performance.

"Operas" Published

THE PUBLICATION which the Uproar Co. proposed to advertise and sell, the opinion brought out, purported to contain the full text of the "operas" which constituted a material part of the script furnished by Wynn under his contract. Trial subscriptions to the publication were solicited for 10 weeks at $1 with the regular price $5 a year.

"It is the contention of the defendant, the Texas Co.," continued the opinion, "that the plaintiff acquired no rights to publish the script used during the course of these broadcasts; that the publication violates exclusive rights acquired by this defendant and that it is entitled to injunctive relief against the advertising, selling and distributing of the publication. The contention of this defendant that the plaintiff secured no publication rights in the material produced for The Texas Co.'s broadcast is, in my opinion, sound.

"The script was prepared by Wynn under his contract with The Texas Co. He was employed at a munificent salary to furnish this material in addition to his services as star performer during the half-hour of each week. Under these circumstances, his production belonged to the employer. The applicable doctrine would be analagous to that which controls when an inventor has been employed to exercise his inventive genius for his employer in a definite field."

Rights of Advertiser

JUDGE BREWSTER stated further that while Wynn was featured as the star, the performance was a free offering to the public by the Texas Co., as a part of its advertising program, adopted as a means of creating good will. "In that sense," he held, "it was the defendant's show and not Wynn's." He concluded that the Texas Co. became the sole proprietor and owner of the material contributed by Wynn to the broadcast and that any use of it without its consent was "unlawful and in derogation of defendant's exclusive rights."

As to the defense of NBC, the contract between it and McNamee "purported to confer upon the company the sole and the exclusive right to the services of McNamee in connection with broadcasting, and also the right to use his name for commercial purposes, whether connected with broadcasting or

(*Continued on page 38*)

Dr. Hettinger on Leave Will Join Staff of NAB

Dr. Hettinger

DR. HERMAN S. HETTINGER, faculty member of the Wharton School of Finance and Commerce, University of Pennsylvania, and widely known economist specializing in broadcast advertising, has procured a one-year leave of absence to accept an appointment to the executive staff of the NAB, according to an announcement Oct. 26 by Philip G. Loucks, NAB managing director. He will join the NAB at Washington headquarters Nov. 1.

One of Dr. Hettinger's first assignments will be the organization of an agency recognition bureau within the NAB, in accordance with the resolution adopted at the NAB convention in Cincinnati in September. He also will participate in negotiations looking toward setting up a cooperative agency-advertiser-station bureau for coordination of station surveys and listening data. Dr. Hettinger has been acting in a consulting capacity for the NAB for more than a year and has been in direct charge of its monthly statistical revenue reports.

HIBBING, Minn., in the heart of the iron range country, acquires a broadcasting station with the action of the FCC Oct. 16 granting the application of the Head of the Lakes Broadcasting Co., for a new local station on 1210 kc. with 100 watts unlimited time. The same company operates WEBC, Duluth-Superior.

Toonerville Folks . . . By Fontaine Fox

—From the New York Sun

Everyday Program Effective Despite The World Series

WLS Defies Sports Classic and Gets Surprising Response

By GEORGE C. BIGGAR
Program Director, WLS, Chicago

IT WAS TUESDAY afternoon, Oct. 9, 1934. The biggest baseball game of the year was in progress. The ears of all America, it seemed, must be concentrated on that seventh and deciding game of the World Series between the Detroit Tigers and the St. Louis Cardinals. Almost every large radio station was broadcasting the event. Now, who would be listening to a "regular everyday" program at a time like this?

That was the question uppermost in the minds of members of the staff of WLS, the *Prairie Farmer* station, Chicago, which previously had elected *not* to carry the World Series broadcasts—the only major station in Chicago not doing so—and consequently continued its afternoon sustaining and commercial schedule uninterrupted.

Anxious Moments

NOT AN ADVERTISER had cancelled in the WLS Homemakers' Hour (2 to 3 o'clock) because of World Series competition. But there were one or two anxious inquiries, and we ourselves were not overly optimistic as to the size of our audience.

So we decided to make a test—a test of audience while the deciding game of the World Series was being played. Three short announcements were made during the Homemakers' Hour. Listeners were requested to let us know if they were listening to the WLS program. Nothing was offered to elicit response.

Then we watched for the mailman. During the next four days he brought a total of 2,035 postcards and letters. Replies came almost equally from urban and rural listeners. Chicagoans contributed a substantial percentage. The bulk originated in the nearby day-time listening area of Illinois, Wisconsin, Indiana and Michigan, with other reports from Iowa, Ohio, Missouri and Minnesota.

This response demonstrated to our satisfaction that "everybody" does not listen to even the most important ball game of the year, and also provided ample proof of the cooperative spirit of our listeners. When three announcements broadcast in a friendly manner produce 2,000 replies, we know that scores of thousands are listening.

As an important secondary conclusion, we now are thoroughly convinced that no program, unless it be an address by President Roosevelt, possesses such all-inclusive popularity as to make another good feature at the same time prohibitive.

ONE of the longest single-station remote pickups on record was arranged by KOB, Albuquerque, N. M., Oct. 26 when it carried direct a broadcast of Senator Hiram Johnson (R.) of California, from San Francisco. About 1,200 miles of land-line was required.

Educational Leaders Join Broadcasters in Defense of Radio...

PHILIP G. LOUCKS
Managing Director, National Association of Broadcasters

THROUGHOUT the testimony presented at this hearing by non-profit groups, there has been what former Justice Oliver Wendell Holmes would call an inarticulate major premise. This premise is that somehow and somewhere facilities can be made available for use by these groups, either without any harm at all to existing stations, or without very much harm. There is the assumption, expressed or tacit, that this can be done without depriving the listening public of this country of any important part of the general service it now receives. At this point we can, for the moment, lay aside all economic, social, political, legal, and other considerations. We are face to face with the cold facts of radio physics; the issue is a technical one, on which technical experts must be heard. Are such facilities available? Can such facilities be made available?

JOHN V. L. HOGAN
Consulting Radio Engineer, New York

THE ONLY FEASIBLE way to provide additional broadcasting services now seems to be to increase the band of wave frequencies assigned to broadcasting. The difficulties of making such assignments, aside from the technical features upon which I have touched, are too well recognized to require comment at this time, but I do feel that the Commission should keep the possibilities in mind as a distinct corollary to the problem now before us. On the other hand, the technology of the art is not only still growing, but perhaps expanding at a more rapid rate than ever before.

With the possibility that new developments, now beyond the laboratory state, in high fidelity transmission, in television, in facsimile, and in the ultra-high frequency field, may make profound changes in our views of broadcasting, this is surely a most inappropriate time to do anything that would restrict or interfere with the present services, or tend to establish rigid limitations that would handicap the growth of this fascinating application of the newest things in science to the service of our nation-wide listening public.

REV. EDWARD J. FERGER
Catholic Priest, Buffalo, N. Y.

IT WOULD BE far better to improve the religious programs on the air than to allocate specific facilities for religion. It would turn our radio into a sectarian mad-house. To support stations, the denominations would have to turn their stations into begging agencies.

FATHER MICHAEL J. AHEARN
Weston College, Boston

IT IS MY BELIEF that the radio need of educational and religious groups can best be served over commercial stations. We have never been turned down on requests for time, and our programs have never been censored.

C. M. JANSKY, Jr.
Consulting Radio Engineer, Washington; President, Institute of Radio Engineers

ACCORDING to evidence submitted by the Engineering Division of the Federal Radio Commission in a hearing held about six months ago, over 50 per cent of the area of the United States is dependent at night for its broadcast service upon the secondary service delivered only by clear channel stations. According to this same testimony, there reside in these areas approximately 43,000,000 people, that is approximately 36 per cent of the population of the United States. These 43,000,000 people are largely rural residents and the residents of small towns.

Argument as to the relative need for broadcast service to such areas as contrasted with the need for additional duplicated services in large cities I will leave to others. If the proposal to assign 25 per cent of all broadcast stations to one or more special services were to be followed out, it would have to be done within the boundaries fixed by the limiting facilities that are now available for broadcast service. That is, since there is no present way of increasing these facilities, whatever is assigned to the new special service would have to be taken away from those services now in existence.

RABBI JOSEPH I. FINK
Buffalo, N. Y.

I HAVE become fearful of the demand for 25 per cent of the facilities because I believe in the dissociation of the church from the state. In religion the effect, I fear, would be harmful rather than help. The practical aspect is, how would the facilities be allocated among religious organizations? If time is divided equally we might find that the religious bigot would pour more poison into the air than 10 clergymen could break down.

MRS. SIDONIE MATSNER GRUENBERG
Director, Child Study Association of America; Lecturer, Columbia University

CHILDREN'S programs have caused much heat and little light. Out of this need for developing some unified and constructive program has come a joint committee, initiated by the American Library Association in 1933, and representing also the Progressive Education Association and the Child Study Association. Its purpose is to establish some sort of central agency on all matters pertaining to radio broadcasts for children and to bring together the interested public, as represented by parents' groups, educational organizations, and the commercial interests. After considering many possibilities, this committee came to the conclusion that a "clearing house" offered the simplest and most effective means of cooperation.

Among the investigations and experiments to be undertaken are to study the effect of current radio programs for children and of experimental programs developed; to give advisory service to broadcasting companies and commercial interests in planning programs for children; to give advisory services to constituent organizations in planning national and local programs, and to act as a clearing house for all information in connection with programs for children.

FRANK BLACK
Musical Director, NBC

RADIO has in its short life brought the musical taste of the American public a great way along the road toward better music. Not by learned discourses about the subject, but by presenting it as something for the enjoyment and pleasure of the listener. The public has learned to crawl musically, and we are helping and hoping to enable it to walk.

"ALEXANDER WOOLLCOTT SPEAKING"

AS ONE WHO has used the microphone both in America and the British Isles, and who has for many years broadcast both as a wistful sustaining feature and as a hired trollop on a commercial program, I am deeply anxious to see a time when gradually the radio programs will assemble a more and more adult audience.

But I am dismayed at any suggestion that a large part of America's radio channels should be turned over to the unedited use of schools and colleges which have made education in America stereotyped. The listener will fare far better where the propagandists and spokesmen of these institutions are compelled to jump into the scrimmage of competitive broadcasting and forced to make good as showmen before being allowed to have their own way in even a single wave length.

There is a lot of nonsense talked about the gross commercialism of our air waves but as long as the element of private profit remains a part of American life I think we would be unlikely to get as good programs if we jettisoned the present method. It is the method already long made familiar by our magazines and newspapers. If Mr. Newton Baker for instance wishes, by the printed word, to reach a large number of his fellow countrymen, he does not send his message to The Atlantic Monthly for publication but sends it instead to The New York Times or The Saturday Evening Post which is able to carry it to the uppermost reaches of the country because they can supply *both the revenue and the context* for that purpose. They are able to do so for precisely the same reason that Lucky Strike can send the Metropolitan Opera into almost every potentially receptive home in America whereas the So-and-So University, let us say, could not.

PAUL KLUGH
Legislative Chairman, Radio Manufacturers Association

IT SEEMS to radio manufacturers that if a certain definite percentage of wave channels, facilities, or time is arbitrarily allocated to any of the four grand divisions of broadcasting—entertainment, education, religion, and information—that it will be a great mistake and do much to diminish the popularity of radio and its acceptance to listeners. We hold that the best judges of what should constitute a radio program are the listeners themselves, and we are aware that all checks and surveys by broadcasters have shown that they have been guided in framing their programs solely by the desires of the listening audience.

It would be a mistake to change the present system under which broadcasters are operating. Allow them to determine from the public's definite reactions just what should constitute their programs. Naturally radio manufacturers cannot look with favor upon any proposal which might have the effect of diminishing the interest of the listening public in radio and thereby impair their large investments and jeopardize the continued employment of their many thousands of employes.

DR. T. LAWRENCE DAVIS
Dean, Boston College

FOR A LONG time we thought that it [educational broadcasting] would involve the ownership and operation of a station. Limited funds, however, meant no ownership or paying for time. It meant cooperation. The Yankee network has allotted far more time than we could use and has cooperated wonderfully. Showmanship is important. Teachers with the best classroom reputations prove wholly inadequate on the air.

PROF. THOMAS A. REED
University of Michigan Chairman, Committee on Civic Education by Radio

ON THE WHOLE, NBC has given us extremely loyal support in our programs. Most important, it has never intimated the slightest desire to censor our program, even though the subjects often are controversial. We put on people who know how to broadcast, not "stuffed shirts." Under the present system of broadcast control it is possible to put on a program of this type, and I mean that as a tribute to private operation of radio.

PROF. P. O. DAVIS
Executive Secretary, Alabama Polytechnic Institute

WE REACHED the conclusion, after leasing WAPI, Birmingham to commercial interests, that educational institutions usually make mistakes in getting into a business venture. We now regard broadcasting in the same way as we do newspapers. We do want a limited amount of educational news in the newspapers, but we do not want a newspaper of our own. We also desire to broadcast a limited number of educational programs, but we do not feel we should own and operate a station.

XUM

LAMBDIN KAY
Manager, WSB, Atlanta

THE AMERICAN system of broadcasting offers all worthy interests free transportation toward their destinations on many stream-lined trains traveling a hundred miles an hour. If these interests successfully persist in riding their own hand-cars on the one single track available to traffic, the wreckage is going to be something awful!

It would be denounced as outrageously unjust if newspapers and periodicals were compelled to print a stipulated amount of matter relating only to specific classes. For one thing they are already doing it generously and in a fashion acceptable to readers. But the hardship would be infinitely less severe upon them than it would be should a similar imposition be visited upon radio stations. Pages and sections may always be added and readers may skip them with little inconvenience.

A radio station's life depends upon as continuous as possible a sequence of programs that will interest a maximum audience. Every gap filled by dull or stupid material loses listeners. Too many gaps and the station's usefulness dies. The constant problem that faces stations and sponsors is that of offering the kind of programs people want to hear.

DR. MORRIS S. SHEEHY
Catholic University, Washington

I HAVE never heard anything over the air in the religious line that was offensive. Religious broadcasts are very effective. Great peril might result if we allow irresponsible individuals to secure for themselves air space and then set themselves up as religious spokesmen without proper ecclesiastical approval. There should be the requirement that an individual who participates in a religious broadcast should be an authorized spokesman of the religion he represents. I favor the rules respecting religious broadcasting of the two major broadcasting companies. They have done a great deal to promote religious belief and tolerance in this land.

PAUL WHITEMAN
Orchestra Leader

RADIO has stimulated a greater interest in all kinds of music, notably of the semi-classical type. I am convinced that were it not for radio, chamber and other cultural music would be heard by only a few people. Radio must entertain if it is to instruct us and make for cultural progress.

FRANK M. RUSSELL
Vice President, NBC, Washington

THE FEDERAL government itself is by all odds the greatest user of broadcast time for educational purposes. A total of 871 separate broadcasts, consuming 250 hours, had been utilized by federal officials from Washington during the year ended Sept. 1, 1934.

DR. SIGMUND SPAETH
Musician and Music Instructor

RADIO requires radio technique and showmanship to accomplish educational results. Educational and musical programs cannot be dull and didactic. In music, radio has revised enthusiasm for the art.

HENRY L. MENCKEN ON RADIO

THE PROPOSAL to turn over a quarter of all the broadcasting stations in the United States to so-called educational and religious agencies has a pleasantly virtuous smack, but only a moment's analysis is needed to show that there is little if any merit in it. It is based upon an assumption that is demonstrably false, and it points to a highly dubious conclusion.

The false assumption is to the effect that such agencies are denied adequate time upon the air today. The truth is that they already get far more than their fair share, and that most of it costs them nothing. How many American stations actually bar them out? I have never heard of one. And how many rook them with high charges or condemn them to impossible spots? Probably not half a dozen in the entire country. Almost everywhere they are given good positions, and only in a few cases are they charged anything at all.

It would profit them nothing to have stations of their own. They couldn't fill their whole time without driving all their listeners away, and if they sought to fill the gaps and raise expenses by taking on commercial programs their stations would be open to the same objections they now level at the existing stations. * * *

A DANGER IN ECCLESIASTIC STATIONS

THE OBJECTION to setting up a large number of stations controlled by ecclesiastic agencies is almost too manifest to need argument. There would be the gravest risk that many of them would become centers of bigotry and turmoil. Would a station owned by one denomination, A, give a fair allowance of good time to the rival and perhaps bitterly inimical denominations, B, C, D and N? Certainly no one who knows anything about theological controversy believes that it would. If not, then the denominations able to raise the most money would be able to get the most time, and experience teaches us that in many cases these denominations would be the most fanatical and disturbing.

As things stand, the commercial stations are able to maintain a certain decorum among their theological guests. They do not exercise any immediate censorship, but they are free to shut off any evangelist who goes beyond the bounds of fair argument. To purely devotional programs they accord the utmost freedom. But if theologians had control of the matter the more raucous and cocksure among them would soon be making bitter war upon the rest, and the air would be given over to a wholesale disturbance of the peace.

The educational brethern are hardly more trustworthy. Their contention that all or nearly all radio time is now given over to commercial exploitation is pure buncombe. A good half of it, in fact, is devoted to educational and cultural programs. There is no reason to believe that the public yearns for more. It may do so at some time hereafter, but that time is surely not yet. The pedagogues now have all the time they can fill profitably—and more. Their programs, in the main, are puerile and dull. There is no evidence that they would do any better if they had all day.

It would be very imprudent to assume that stations controlled by pedogogues and theologians would engage in any worthwhile cultural propaganda. Neither class has any active interest in the fine arts, or in ideas in general. Both are devoted to propagating special classes of notions, some of them highly questionable. The theologians naturally give their chief concern to their own dogmas, and are far more interested in making converts than in spreading the general enlightment.

REVOLT AGAINST PEDAGOGUES' EXTRAVAGANCE

AS FOR THE PEDAGOGUES, their first and almost only purpose is to raise more and more money. Of late there has been a revolt against their extravagance, and most of the newspapers are extremely critical of them, so they turn hopefully to the radio. But there is no evidence whatever that, if they had 24 hours a day to disperse their arcana, they would disperse anything more valuable to humanity than what they now offer.

It is always a useful thing to give close scrutiny to persons who allege that they pant to uplift the human race, or the Americaan people, or any section or moiety thereof. Nearly always it turns out on inspection that they have axes to grind. I do not question the good faith of the proponents of the present proposals. They are, in most cases, obviously earnest men and women. I note a few quacks in the offing, but they are not many. But I have grave doubt that even the best of them are either fair or prudent judges of what the American people want, or of what they ought to have. However honestly they may believe that their motives are purely philanthropic, the fact remains that nine-tenths of them have something to sell.

What we need on the air is not more propaganda, but less. The people tire of being bombarded with pleas and arguments. The radio can best serve them, not by undertaking the vain enterprise of converting them into angels and philosophers, but by trying to make them happy. I think it might achieve that business appreciably better than it does today. It might show them that there are nobler and durable ways of being happy than those they now prefer. But such attempts to improve them must be made with great care, lest they be scared off, and such care involves trial and error, and consumes a lot of time. * * *

JOHN SHEPARD, III
President, Yankee Network

OUR EXPERIENCE in New England indicates definitely that we have never been confronted with an educational institution desiring the use of our facilities on their own initiative. Many today are still not interested in the use of a radio station. It has taken over three years of persistent effort on the part of our station personnel to accomplish our educational work. That we have met with a measure of success has been due in large measure to the definite policy which we adopted early in our history and which we have pursued with consistent effort and which we shall continue to do in the future.

PROF. STEPHEN T. CLEMENT
State Teachers College, Buffalo, N. Y.

THE EDUCATIONAL radio proposition is quite regional. In the Western states the need may exist. In the densely populated states of the East I can see no reason for educational radio stations. Listeners do not want any great amount of educational programs. Adequate time has always been available over existing commercial stations. Radio should be treated as literature and teachers should be trained to realize its literary value and impart that view to students.

PROF. BEN DARROW
Director Ohio School of the Air

THE BIGGEST thing that could happen in educational broadcasting would be for both of these groups (educators and broadcasters) to stop their bickerings and recognize the mutuality of purpose. The educators must be brought to utilize this medium properly. The Ohio School of the Air has been broadcast for more than five years, and we have worked in complete harmony with WLW. At the lowest commercial rates the time allocated to us by WLW this year would be worth $120,000.

DR. CREDO FITCH HARRIS
Gen. Mgr. WHAS, Louisville

THE PROGRAM structure of a successful station is one which may be said to resemble the revolving light on a landing field, casting its beam around a circumference every so often.

Throughout a day's run of broadcasting, a station should evolve a variety of programs, all of them brief, each different from its predecessor, so that every so often its beam quickens the interest and enjoyment of every mind in that heterogeneous mass embraced by its circumference.

CESAR SAERCHINGER
European Representative CBS

IN EACH CASE in Europe where broadcasting is successful, the broadcasting is done by broadcasters. They don't allow others to run the systems. Even in the rigid government systems, the work is done by broadcasters. On the whole, I think we are to be congratulated. Broadcasters in Europe wish they could be in the same position, although they don't envy us in going out and making a living.

EXTRA **IOWA RADIO NEWS** **EXTRA**

November 1, 1934

W-O-C RETURNS TO DAVENPORT; W-H-O REMAINS IN DES MOINES

FACTS ON W-O-C DAVENPORT

Studio Location—
Davenport, Iowa

Transmitter Location—
Davenport, Iowa.

Network affiliation—
Columbia.

Time on air—Full time.

Wave—1370 kilocycles.

Power—100 watts.

Program equipment—
Equipped to handle programs by electrical transcription using double 33 1/3 r. p. m. turn-table, or 78 r. p. m. turn-table.

Rates — See next issue of Radio Advertising, or call Kenwood 5140 at Davenport.

National Representatives—
Free & Sleininger, Inc.

W-O-C
DAVENPORT
A Columbia Station

Mark These Points on Your Radio Map

W-O-C BRINGS COLUMBIA SERVICE TO 300,000 IN DAVENPORT AREA. W-H-O RETAINS 50,000 WATT POWER, TWO STATIONS ENTIRELY SEPARATE

Radio call letters WOC once more belong exclusively to Davenport, Ia.

Station WOC, Davenport, goes on the air early in November, as a full time radio outlet for Davenport and its adjacent market, including the thriving quad-cities of Rock Island, Moline, East Moline and Davenport. In returning to Davenport, Station WOC brings the quad-cities its best network outlet. Station WOC becomes a part of the Columbia Broadcasting System.

Re-establishing WOC in Davenport, terminates a period of four years during which Station WOC has been associated with Station WHO at Des Moines, first through synchronization and later through mutual use of the 50,000 transmitter near Des Moines. Henceforth there will be no connection between the two stations, except the fact that both are controlled by the same parent organization. In program structure, in operation, and in broadcasting facilities, the two stations are entirely separate.

Station WHO, Des Moines, will continue to use the 50,000-watt transmitter near Des Moines, a basic NBC red network station, operating full time on a cleared channel at 1000 kilocycles.

In returning to Davenport, Station WOC resumes its position as one of America's pioneer radio outlets. Station WOC, Davenport, was established in 1922 by Col. B. J. Palmer, and Colonel Palmer is still the head of the organization operating WOC, Davenport.

To a population of more than 300,000 living in and near the quad-cities, the re-establishment of Station WOC at Davenport means vastly improved radio service, both on Columbia programs and on local programs. To the radio advertiser, WOC provides an effective, economical means of reaching an important part of the mid-west market.

FACTS ON W-H-O DES MOINES

Studio Location—
Des Moines, Iowa.

Transmitter Location—
Just out of Des Moines.

Network affiliation—
NBC Basic Red.

Time on air—Full time.

Wave—1000 kilocycles.

Power—50,000 watts.

Program equipment—
Equipped to handle programs by electrical transcription using double 33 1/3 r. p. m. turn-table, or 78 r. p. m. turn-table.

Rates — See November issue of Radio Advertising, or call 3-4872 at Des Moines.

National Representatives—
Free & Sleininger, Inc.

W-H-O
DES MOINES
Basic NBC Red Network

...at the other end of your telephone

EVERY ONE in the broadcasting industry is at the other end of your telephone. You can reach his telephone in approximately a minute and a half,* even though he may be hundreds or thousands of miles away.

And each Long Distance call enables you to get and give needed information instantly. You can call up and arrange for orchestras; find out what stars are available; discuss station time; plan merchandising tie-ins; conclude important matters in quick order . . . with the rest of the day still yours to devote to other business.

The Bell System will gladly help you get the most benefit from your use of its various services. If you will call the local Bell Telephone office, a representative will visit you at your convenience.

* *The average time required to reach the distant telephone on all out-of-town calls in the United States last year was 1.5 minutes.*

FREDERIC A. WILLIS
Educational Director, CBS

TOTAL TIME devoted to educational, religious and cultural programs from Jan. 1 to June 30, 1934 over CBS amounted to 521 hours and 30 minutes, representing 18 per cent of all broadcasting time on the basis of 16 hours a day, and nearly 13 per cent of all evening time between the hours of six and 12 p. m. Of this total, 139 hours and 15 minutes were broadcast in the morning up to 12 noon, 265 hours and 45 minutes were broadcast in the afternoon, up to 6 p. m. and 116 hours and 30 minutes from 6 p. m. until 12 p. m. In addition to the vast number of sustaining broadcasts of an educational and cultural nature on behalf of the many organizations and groups already listed, there were a significant number of commercial broadcasts presented over WABC and CBS for the period Jan. 1 to June 30, 1934. These totaled 187 hours. That a growing number of commercial firms, which number is rapidly on the increase, are willing and prepared to sponsor programs of an educational and cultural nature, is in the opinion of the management, indicative of the service which CBS has rendered in building up wide public audiences interested in this type of broadcasting through the sustaining periods which they have presented over a period of years.

It indicates an apparent increase in the appreciation of better programs on the part of the public. The management feels that in maintaining a higher standard of sustaining broadcasts they have been influential in creating a desire on the part of commercial advertisers to sponsor programs of this nature.

JOHN KAROL
Director of Research, CBS

STATION surveys show that the mass listeners' preference does not in general favor increased numbers of lectures, talks, and programs of a high academic content or didactic nature, and that such programs are often tuned out during the evening hours. There also should be considered the competitive angle in each city having more than one station. This competition makes for good educational, cultural, and informative programs.

EDWARD MURROW
Assistant Director,
Institute of Internat'l Education

LAND-GRANT college stations are ineffective because the audiences are small. Better programs are to be heard over the larger networks and commercial stations. I have never suggested a series of broadcasts which have been refused by CBS. They have been inclined to insist that we present all sides.

H. A. BATHRICK
Asst. Supt. of Schools, Cleveland

RADIO has been used in Cleveland for classroom work most successfully. We started in 1929, and at the beginning the plan was purely experimental. Since, then, however, we are convinced that these programs have a definite "supervisory value" in such education. We would be very sorry to have these programs terminated.

PAUL F. PETER
Chief Statistician, NBC, New Yor

A DETAILED analysis of programs for January and July, 193 which typify winter and summe programs, shows that in Januar educational programs totaled 2 per cent, cultural adding 23.8 pe cent and educational developmenta adding 5.6 per cent. This total 49.2 per cent of the program tim for the month. July shows educational at 17.9 per cent, cultura adding 21.4 per cent and educational developmental adding 5 pe cent, totaling 44.3 per cent. A new audience survey shows the peak of listening during the week boast approximately 11,000,000 radi homes, or 37,000,000 persons listening to broadcasts. The averag week-day audience is composed of approximately 7,000,000 homes an 19,500,000 persons. This is positive evidence of general acceptanc by the radio public.

WILLIAM LUNDELL
Program Department, NBC

IT IS NO IDLE boast to say tha radio today offers the America public the greatest feast of cultural entertainment without cos to the audience that has ever bee presented. We believe that radi has served and is serving a ver definite and large educational an cultural purpose in keeping th brilliant, many-faceted world an American scene constantly befor the public and with the immediac of the changes themselves. Man other mediums have accomplishe this, but only through radio has i been possible for the vast majorit of the American people to hav this personal and intimate contac with national and internationa personalities in all fields of endeavor—personalities who are taking an active part in this changing American and world scene.

ALFRED H. MORTON
Manager, Program Dept., NBC

FROM Sept. 1, 1933, to Aug. 31 1934, 256 different programs from 41 different countries were presented over the NBC. These were truly instructive and informative programs, enabling the America listener to keep his finger on the pulse of the world. These covered a wide variety of subjects. The outlay during the year was $120,000, or an average of $15 per minute for the international broadcasts.

FRANKLIN DUNHAM
Educational Director, NBC

WE ARE ALL trying to get to the educational heaven. But we cannot short-cut over the heads of children in education. Programs must be arranged to interest the students, and that has been done successfully by NBC in its educational programs designed for the classroom. Listening periods have been established in many of the schools.

JUDITH WALLER
Mid-Western Educational Director, NBC

I BELIEVE that short waves, or wired radio, and not the long waves should be used for strictly academic broadcasts because of the limited public interest. Many educators have come to the realization that radio is not the proper medium to project formal education.

FOR GOOD ENTERTAINMENT

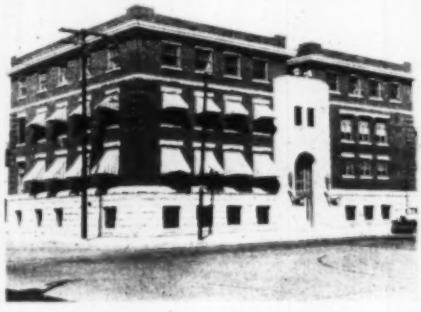
For Value from Your Radio Dollar USE

WREN

VERNON H. SMITH
Manager

Offices and Studios
WREN BUILDING
LAWRENCE, KANSAS

SEE
"KANSAS CITY PRINCESS"



The WREN Building of Lawrence, Kansas, which houses the modern offices and studios of WREN

Ancient and modern times meet in this pastoral view of the WREN Transmitting Plant between Lawrence and Kansas City—one of the most modern transmitting plants in the United States

17 HOURS DAILY

NEWMAN THEATRE
KANSAS CITY, MO.

October 9, 1934.

Mr. Vernon H. Smith, Manager,
Radio Station W.R.E.N.
W.R.E.N. Bldg.,
Lawrence, Kansas.

Dear Mr. Smith:

It has been our intention to write you for some time to tell you the important part you have been responsible for in our advertising campaigns for the past two years in the Newman Theatre.

This past week, during the showing of "Kansas City Princess", we have had no less than eight patrons tell us of the enjoyable advance previews of our pictures that you have arranged over radio station W.R.E.N.

May we take this opportunity to thank you for your unlimited cooperation and wide range of radio coverage. It has been a vital factor in the success of our operation.

Sincerely yours,
Geo. S. Baker
George S. Baker.
Managing Director.

GSB-GG

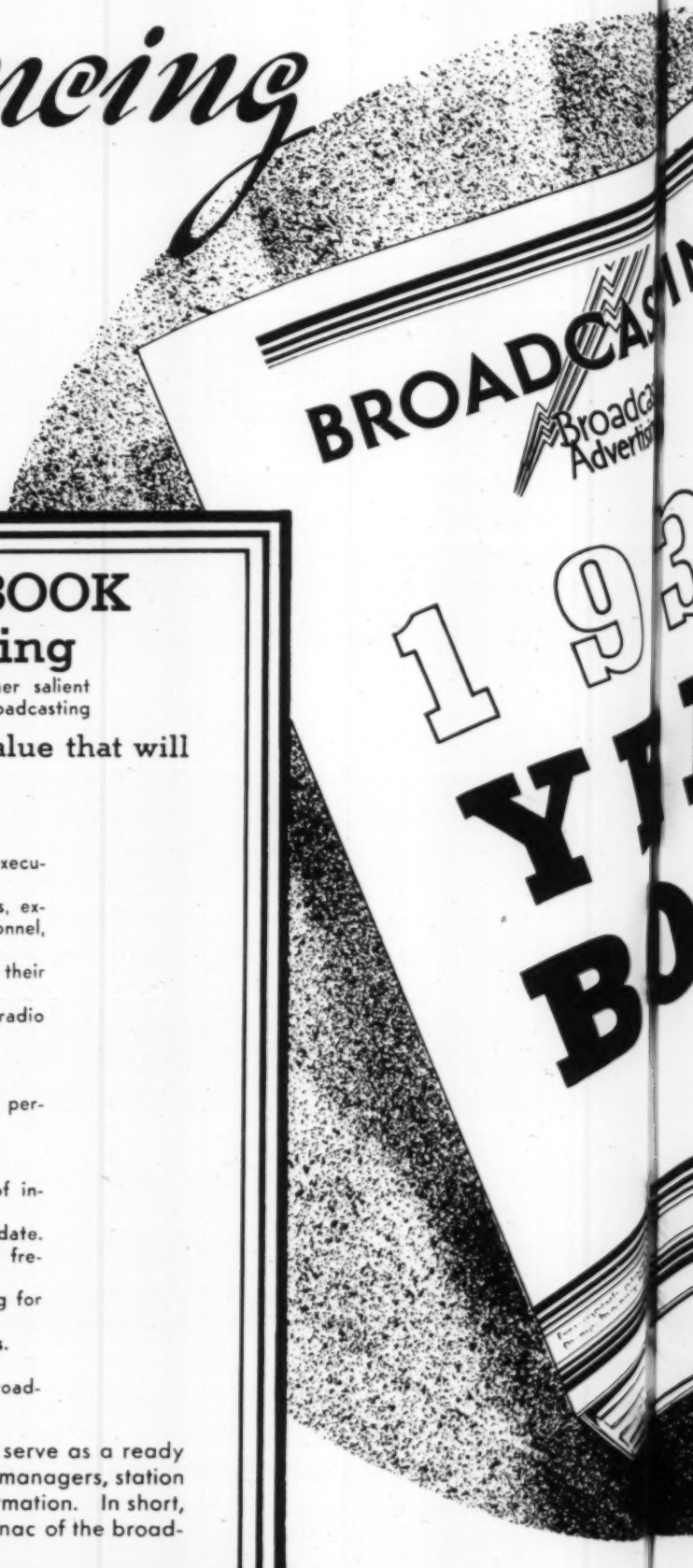
WREN

Greig, Blair & Spight, Inc.
National Representatives
New York—Chicago
San Fancisco
Los Angeles
Detroit

NBC Basic Blue Network

XUM

Announcing



THE 1935 YEAR BOOK of Radio Advertising

A complete compendium of directories and other salient information covering the year in the business of broadcasting

Some of the features of permanent value that will appear in the YEAR BOOK:

Detailed Directories of:

- Advertising agencies, their addresses, radio executives, radio accounts, etc.
- Broadcasting stations, their waves and powers, executive, commercial and engineering personnel, representatives, etc.
- National and regional network organizations, their rates, personnel, etc.
- Network, spot and other national and regional radio advertisers, including their agencies.
- Program builders and talent managers.
- Transcription producers, etc.
- Station representatives, their branch offices, personnel, etc.

Other Features (a partial list only)

- Detailed maps of the nation's stations and of individual networks.
- Radio and population censuses brought up to date.
- Logs of stations by states, call letters and frequencies.
- Statistics covering the business of broadcasting for the year.
- List of newspaper-owned broadcasting stations.
- List of radio editors of American newspapers.
- Rules and Regulations of FCC pertaining to broadcasting.

THE 1935 YEAR BOOK will be completely indexed to serve as a ready reference for radio account executives, advertising managers, station operators and others wanting quick and accurate information. In short, the 1935 YEAR BOOK will be a veritable World Almanac of the broadcasting industry as of January 1, 1935.

XUM

A Lasting Advertising Medium... At No Increase In Rates!

THE contents of the YEAR BOOK will make it a ready reference throughout the year, for agency executives, radio advertisers, station executives and others interested in the business of broadcasting. . . . It will be the most complete compilation of factual information and trade statistics of radio advertising ever produced.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the YEAR BOOK. . . . It will be a lasting medium for their advertising messages.

There Will Be No Increase In Rates.

Single insertion rates are: Full page, $160; three-quarter page, $125; half page, $90; quarter page, $50. Contract rates apply for longer term advertisers.

The YEAR BOOK Will Be Published February 15, 1935,

as a supplement to the regular issue of BROADCASTING of that date.

The YEAR BOOK will be sent without added cost to all subscribers to BROADCASTING. Copies to non-subscribers and extra copies will be $2.00 each.

Final Editorial and Advertising Forms Close December 15, 1934

MAKE YOUR SPACE RESERVATION TODAY!

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D.C.

XUM

ISAAC Z. BUCKWALTER
WGAL, Lancaster, Pa.

THE FOUR small broadcasting stations which I represent [WGAL, Lancaster; WDEL, Wilmington, Del.; WIIM, Wilmington, Del., and WORK, York, Pa.] are, on the average, devoting approximately 20 percent of their time in the interest of educational, religious and other public service broadcasts. To the best of my knowledge, these stations have endeavored to meet all needs known or expressed and I know it shall be our definite policy to continuously and carefully plan to maintain and increase our public service.

ALFRED J. McCOSKER
President, WOR, Newark

DURING the first six months of 1934, WOR donated approximately one-third of its time to educational, civic, charitable, religious and public health service and to public interest and political broadcasts. In each instance the only censorship imposed related to use of good taste.

WALTER J. DAMM
Manager, WTMJ, Milwaukee

WE HAVE repeatedly offered our facilities for educational broadcasts and devote a large amount of time to non-profit broadcasts. None of the offers to colleges and universities for educational programs have ever been accepted. Listener surveys we have made show the public does not want lectures, talks and similar features. Some of them have a fair degree of listener interest. We have been asked why we give so much time to such programs. The answer is the agitation for facilities. We give them all they want and a reasonable amount for good measure.

JESSE L. KAUFMAN
Hearst Radio Interests

WE BELIEVE and have always believed that programs of educational and of a civic nature are as much a part of programming as a comedy program or a musical program: we believe that it is a part of a well rounded station's activities.

JOHN ELMER
Director, WCBM, Baltimore

OUR GENERAL POLICY with respect to broadcasts of this social service type, is to open our channels to it not only with willingness but with eagerness. Regardless of the religious denomination, whatever the type of worthy charity, regardless of the nature of the government or civic appeal, our station extends cooperation as fast as we are asked for it. As a matter of fact, we go much further, making it a habit in our many contacts to proffer the use of our station for constructive services.

ARTHUR B. CHURCH
Manager, KMBC, Kansas City

IT SHALL BE one of my endeavors as chairman of the commercial section of the National Association of Broadcasters to encourage during my term of office the development of this better type of sponsored program (informative and educational features) and to help discourage the use by advertisers of excessive and, in some cases, crude commercial copy.

FRANK E. MULLEN
Farm Director, NBC

TO GIVE you an idea of the development of farm programs over NBC, all broadcast as sustaining features, I point out that in 1927 only 40 station hours were devoted to farm programs as against 17,000 station hours in 1933. In 1927 we had 50 speakers on these programs; in 1933 we had 1,000 speakers giving 2,000 talks. The value of the radio time allocated gratis to agricultural programs is $1,300,000 annually, figuring a 25 per cent commercial discount. In my opinion the American farmer gets the best radio broadcasting service in the world.

I. R. LOUNSBERRY
Executive Vice President WKBW. WGR, Buffalo

IN 1932 we pledged our available facilities to educators in our territory if they were desirous of using the facilities which we would make available. That has been brought to their notice at different times, but they have been rather reluctant to get some definite plan started. One of the principal reasons, as I understand this, is they fear they would have a difficult job in getting appropriations from their institutions that would make it possible for them to do a job they would be proud of and commensurate with what they would want to do.

HAROLD SMITH
Manager, WOKO, Albany, N. Y.

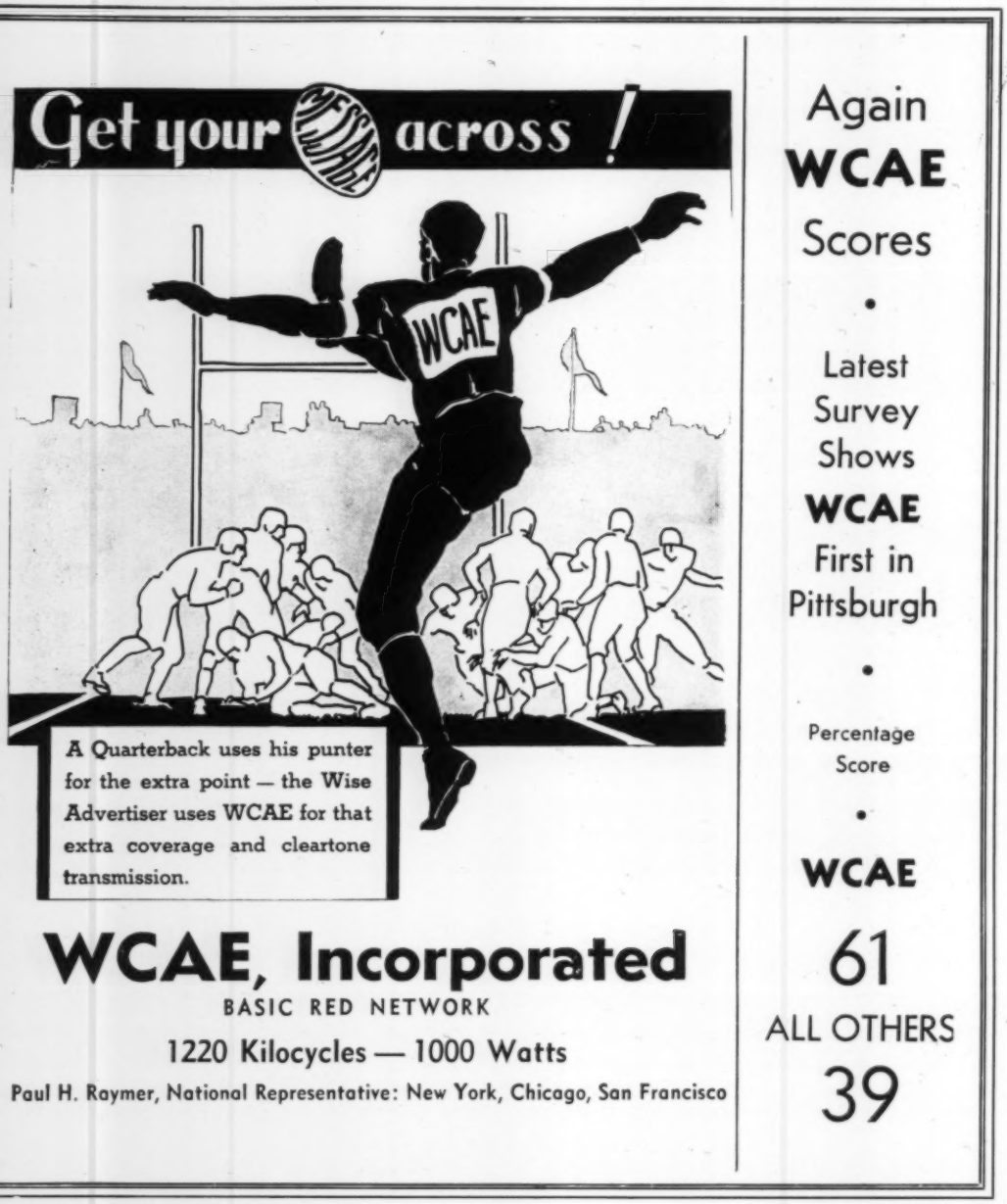
DURING the period Jan. 1 to June 30, 1934, 14 per cent of our total operating time was donated for public service broadcasts. I have always encouraged broadcasts of this type but in most cases we have had to take the initiative. If more time is required or needed, I believe the request should come from educational, religious, government groups, etc., but it should be a well organized plan and the material should be prepared by experienced people, otherwise the broadcasts would have no listener interest.

PAUL OURY
Manager, WPRO, Providence

WE ARE absolutely opposed to any breakdown of the present American broadcasting system in order to grant special groups of the educational and religious type additional radio facilities or frequencies, especially when to do this would disrupt and disorganize the best broadcasting system in the world, and take from station owners properties that have cost millions of dollars to develop and sponsor for the community good.

GUY C. EARL
President, KNX, Los Angeles

I BELIEVE the Commission was informed earlier in these hearings that radio was responsible for the lynchings in San Jose (testimony of Father Cornelius Deeney, Santa Clara University, Calif.) I presume we had a story on KNX. We are not censoring our news. As to causing the lynchings in San Jose, if the occasion occurred again tomorrow, we would do the same thing and broadcast the news.



MISS ERNA GRASSMUCK
Geography Teacher, American School of the Air

GEOGRAPHY has been taught successfully over CBS in the American School of the Air. It requires a different technique from the classroom, and there has been a definite improvement in script. I know the National Council of Geography Teachers would have no funds to put on such broadcasts without such a program as the School of the Air.

MRS. WM. BROWN MELONEY
Editor, Herald-Tribune Magazine

IT WOULD be a tragedy if we came to what England now has. I almost died of boredom from the monotonous repetition of third-rate orchestras last year in London while recovering from pneumonia. I favor a private competition system and am against any centralized government stations. Radio stations, big and small, are the tide and headwaters of things we call American.

WILLIAM BURKE MILLER
Director of Special Events, NBC

NBC HAS BEEN at all outstanding special events with its microphones and with special equipment developed for such broadcasts. For the first six months of 1934, it has spent $63,183.08 for such broadcasts, which does not take into account commercial facilities used, but represents simply out-of-pocket outlays. The expense would be prohibitive if we had to pay the line costs or the established network overhead.

E. J. KENNEDY
Executive Secretary, National Farmers Union

THE MEMBERSHIP of the Union has increased 100 per cent during the last two years and can be attributed largely to the use of the radio time contributed to us by the networks. We regard the time allocated to us more than the news columns in the newspapers. This service should be continued without change.

GORDON S. PERSONS
Manager, WSFA, Montgomery, Ala.

LOCAL EDUCATIONAL institutions decline to use our facilities, in spite of having them offered to them repeatedly. A recent listener survey we made showed that educational programs rank next to the bottom with sopranos ranking last.

ISABELLA DOLTON
Asst. Supt. of Schools, Chicago

WE HAVE USED radio for school broadcasts for nine years. Educational programs require careful planning, and programs must be docketed well in advance, as NBC does with its advance program releases, so the schools can be prepared for reception.

MYRTLE STALL
Assistant to Manager, WGN, Chicago

I FEEL dubious about the future of classroom broadcasting from our experience. We have always offered our facilities to a large number of educational institutions, but most of them have not availed themselves of the opportunity.

"THE PACIFIC NORTHWEST: A FERTILE FIELD FOR SALES EFFORT"

By J. C. ASPLEY

President, Dartnell Corporation, Chicago

A thousand dollars wisely spent in building sales in the Pacific Northwest this fall may prove to be a far better investment than ten thousand dollars spread out thinly in aimless advertising. And it may well do this fall the same amount of good that twenty times that sum will do a few years from now when the crowd is all clamoring for admission.

With conditions as spotty as they are, and so many territories suffering from crop failures, it is only good management to concentrate such funds as are available for sales promotional purposes in areas which, like the Pacific Northwest, have been blessed by both nature and politics.

—Reprint of Article in "American Business," August, 1934.

KJR

SEATTLE

Most Powerful Station in Washington

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

Is this a

LYRIC?

"Catch 'em in the daytime,
Catch 'em in the mood,
Catch 'em when it's buy-time,
And do yourself some good!"

•

Well, maybe not. But it's darn good advice to the fellow who wants to sell merchandise or service. Catch 'em in the daytime with your message, and you catch 'em with the old family purse wide open.

KSTP

has only a few choice daytime periods to sell (worse luck!), but applications will be cheerfully received.

And, may we remind you: KSTP dominates the metropolitan area of more than 1,142,000 population, which spends 74.3c of every dollar in Minnesota—in the very heart of the 9TH U. S. RETAIL MARKET!

Just Ask FORD BILLINGS
General Sales Manager
KSTP, Minneapolis, Minn.
or our
NATIONAL REPRESENTATIVES
NEW YORK
Paul H. Raymer Co.
CHICAGO—DETROIT
SAN FRANCISCO
Greig, Blair & Spight, Inc.

KSTP

MINNEAPOLIS—ST. PAUL

DOMINATES THE 9TH U. S. RETAIL MARKET

XUM

"He who advertises p

that ADVERTISING D

WCK

any oth

because o

every da

XUM

s proves every day
OES PAY" ~ L.B. Wilson

buys more advertising than
th radio station in America,
s our advertisers prove to us
dy that ADVERTISING DOES PAY.

XUM

BROADCASTING
and
Broadcast Advertising

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Half the Battle

IF THE RECORD means anything, the small coterie of agitating educators who have stirred up all the controversy about class allocation of broadcasting facilities for "non-profit" purposes have been completely repudiated.

Before the Broadcast Division of the FCC today is as imposing a mass of factual data about American broadcasting as has ever been developed. There are clear statements from leading educators and clergymen condemning the movement for exclusive facilities for education, and favoring the use of existing commercial stations. There are plain admissions on their own part that they have not taken full advantage of the opportunities liberally accorded them by the stations and the networks. There is an almost unanimous expression that, even given the facilities, they would be confronted with an insurmountable financial problem in establishing stations and defraying overhead.

Then there are hundreds of statements from distinguished figures in practically every line of art and industry telling of the educational, cultural and informative benefits of Radio by the American Plan, and deploring any steps which might impair its efficiency. Coupled with all this is the technical finding of two foremost radio scientists that facilities could be provided for "non-profit" stations only at the expense of disrupting today's splendid service for the listeners and threatening the future of the existing structure. In the same record are some 300 expressions from broadcasters, telling of the programs in the educational and cultural categories which they consistently broadcast and of the difficulties encountered in getting educational institutions to utilize the time offered them.

Capping the climax, is a new expression from the Roosevelt administration repudiating any idea of government control or operation of broadcasting in whole or part. Though this statement came from the Tennessee Valley Authority, it bore the White House stamp of approval and really originated in the administration secretariat.

Upon such a record it would seem that broadcasting is safe from any encroachment of obviously self-seeking interests, whether in one guise or another. It is upon that record that the FCC must base its recommendation to Congress next Feb. 1 on proposals that a portion of the broadcasting spectrum be given "non-profit" groups.

Whatever the recommendation of the FCC, however, it is only half the battle, and the least important half at that. The real work of the now weakened opposition forces will be done after Congress convenes next January—in the cloakrooms, and corridors, and offices of Senators and Representatives. The educational and other lobbies then will be in their element. That was how they forced the introduction of the so-called "25 per cent" amendment at the last session. The A. F. of L. action asking 50 per cent of all facilities for "non-profit" organizations intensifies this situation.

Broadcasters and others in the industry should not harbor the erroneous impression that the battle will be over when the FCC submits its report. The natural inclination, should the FCC recommendation be favorable, will be to let down completely. The industry must be prepared to meet the impending lobbies by keeping their Congressional delegations fully informed as to the facts.

Listeners and Buyers

RATHER SLOWLY, but surely, broadcasters are learning the who, how and when of the audiences they reach. Although some excellent research work has been done in audience and coverage analysis, there still is much to be learned if broadcasters are to utilize their sales medium to full advantage.

Within the fortnight two significant audience surveys have shed new light on the broadcaster's ability as a salesman. CBS has just announced results of a study of how radio reaches the families with high incomes, and NBC has divulged preliminary conclusions drawn from a comparison of daytime and evening audiences.

CBS, for instance, now realizes more than ever how well four selected programs carry the sales talk into homes where members of the family are well supplied with money. After all, as CBS points out, people own radios who earn $30 a week and they are good customers for many articles, but people owning radios who earn $300 a week are better customers for a lot more things. Putting it in CBS' own language, the survey answers "yes" to the question "can radio hold the three-room 'Smiths' while it wins the ten-room 'Smythes'?"

Equally worthy of study is the NBC survey showing the sales possibilities of the daytime audience. Here is shown the striking fact that the Sunday daytime audience is only 19.1 per cent less than the Sunday evening audience. On Saturdays, the number of daytime listeners is 34.6 per cent smaller than in the evening. As for other weekdays, the daytime differential is 44.5 per cent less than the evening audience.

Here is information based on exhaustive surveys that advertisers and agencies would do well to analyse. New possibilities are opened now that it has been shown that the wealthy can be reached without losing the other income classes and since it can be demonstrated that there is more "gold in them thar daytime hours" than many advertisers realize.

Colored News

NEWSPAPER headlines and stories purporting to cover the Federal Trade Commission's announcement regarding its second call for commercial continuities in radio programs generally reflected the view that radio advertising was being "assailed" and that the air is cluttered with improper commercials. The reason for these colored versions is apparent. But the truth, according to the FTC's own formal announcement, is that radio has co-operated 100 per cent in an advertising survey which is simply an enlargement of the campaign it has conducted among newspapers and other periodicals for 20 years, and has stood the test well.

The fact is that advertisers themselves have toned down their commercial credits to a degree that has gratified everyone, including the FCC. Many of these advertisers have locked horns with the FTC before in their periodical advertising, and have elected to invoke voluntary taming of their copy prior to any investigation by that agency. Thus far, the FTC survey has proved a healthy and wholesome influence, with little or no loss of bona fide business to the radio industry.

The RADIO BOOK SHELF

PROBABLY the most complete log of short-wave radiophone stations ever compiled has been issued by the U. S. Department of Commerce. Prepared under the direction of Andrew W. Cruse, chief of the electrical equipment division, it is titled *World Short Wave Radiophone Transmitters* and is available from the department at 25 cents a copy. It lists about 2,400 stations by frequencies from 1,500 to 50,000 kc., indicating the nature of their services, such as international, Transatlantic, ship, aviation, relay broadcasting, etc. It also includes two maps, one a distance map showing the mileage from any American point to foreign stations and the other a chart of world time zones. This is the first of a series of quarterly publications to be issued by Mr. Cruse's division for the benefit of radio exporters seeking markets abroad for equipment, American station operators seeking to determine the sources of direct or harmonic interference and short wave fans seeking to identify their DX results.

LIKE the schoolroom manuals for the nation-wide Walter Damrosch programs on NBC, the Standard School Broadcast teacher's manual gives a musical background for guidance in classroom reception of the Standard Oil Company's seventh annual series over the NBC's Pacific Coast network. Last year 250,000 students in 1,700 western schools received this radio course in music appreciation.

We Pay Our Respects To—

H. LESLIE ATLASS

A HOBBY grew into big business for H. Leslie (Les) Atlass, vice president in charge of the central division of CBS and president of WBBM, Chicago.

"Les" and his brother Ralph, who directs the destinies of WJJD, Chicago, and WIND, Gary, began tinkering with radio when it was wireless, long before the government began licensing broadcasting stations. As youngsters in Lincoln, Ill., they began winding their own sets on oatmeal boxes.

Together they first licensed WBBM in 1923 at Lincoln and used to play around with amateur radio telephony. It operated at that time on 500 watts power and was one of the most powerful outfits of its kind in the country.

Atlass was born in Lincoln, Nov. 29, 1894. His father operated the Frank Atlass Produce Co. He attended grammar school there and prep school at Lake Forest Academy in Lake Forest, Ill. At the age of 17 he decided he had schooling enough, and went into the packing business with his father and grew up in it.

With the exception of a year and a half spent in the army during the war, during which time he was attached to the personnel department in Jacksonville, Fla., he spent all of his time in the packing business.

It was during his army days that he began having trouble with the "H" in his name. The "H" does not stand for anything, merely an initial stuck there to dress up the name. But the army insisted that he must have a name. He spent much of his 18 months in the service battling for the right to use an initial without having a name to go with it. He is a member of the American Legion post in Lincoln, Ill.

In 1925, at the age of 31, the Atlass family sold their business to Armour & Co., the big packers, and "Les" decided to spend the rest of his days loafing. He moved to Chicago, bringing with him only his family and the radio station which he and his brother had built. They began broadcasting from the living room of Leslie's home each Tuesday and Thursday night. Those were party nights and the band which was gathered in for the occasion played for radio for the fun of it only, little realizing what a revolution in the whole entertainment field radio was to wreak later.

It was about that time that the Atlass boys stumbled accidentally into commercial broadcasting. A man called at the house one evening and offered $100 to have his name mentioned on the air between each number on the program. That was the station's first "account."

After using the home for a studio for a year the transmitter was moved to the Broadmoor Hotel and studios placed in the Stewart-Warner building. It remained there for about a year and a half, until the Federal Radio Commission came into being, when it was moved out to Glenview. In the fall of 1927 the studios were moved to the Kimball building on Wabash avenue. For some time the station was affiliated with the *Chicago Daily Times*.

In August, 1929, the Atlasses sold a part interest in the station to CBS and the following year moved into the Wrigley building studios. In 1931 Columbia bought the remaining interest, retaining Leslie as its Chicago executive.

So far as radio business is concerned at the present time, Leslie Atlass believes that it is looking up—a lot. With anything like normal business, he believes there would be a waiting list of clients at any price the station wanted to charge.

Leslie Atlass was married in Chicago 16 years ago and has three children, a boy 15 years old, now a student at Lake Forest Academy, a second son, 4, and a daughter, 1.

For hobbies he fishes, rides and boats. Fishing is his most serious avocation. It doesn't make any difference to him what kind of fishing it is, whether watching the bouncing red bobber in still fishing or battling with a 100-pound sailfish. In fact, "Les" says he can get more fight out of a 2-pound bass than he can out of a 48-pound muskie or a 6-foot sailfish. And he should know the battling abilities of sailfish. His fish, that captured first prize for the largest caught in Florida waters last year, is mounted on the wall of his office.

His love for horses is not simply a matter of following the bangtails through the form sheets. He has a number of fine saddle horses, which have brought a nice collection of blue ribbons to his stable from the horse shows. Although he enjoys riding he never has tried polo.

His 54-foot twin screw power cruiser has been christened *Harriet*, after his wife. Much of his leisure time is spent cruising on the Great Lakes to his favorite fishing spots.

PERSONAL NOTES

WILLIAM S. PALEY, CBS president, visited President Roosevelt at the White House Oct. 17 while in Washington to testify before the FCC broadcast division's hearings on educational radio.

DAVID H. HALPERN, manager of WATR, Waterbury, Conn., is directing a course in broadcast writing for the Massachusetts Division of University Extension, Springfield.

WILLIAM A. PORTER, formerly associated with George Sutton, Washington radio attorney, on Nov. 1 joins Ben S. Fisher, former assistant general counsel of the Radio Commission, as associate counsel in the practice of radio law with the firm of Ellis, Ferguson & Houghton, Washington.

BENEDICT GIMBEL, Jr., manager of WIP, Philadelphia, has been elected president of the Pennsylvania Broadcasting Co., operating the station as a subsidiary of Gimbel Brother department store. He succeeds Ellis A. Gimbel, named chairman of the board.

NATHAN G. OSBORNE, formerly with NBC's Chicago offices and later western manager in the Chicago office of Paul H. Raymer Co., has joined WCAE, Pittsburgh, as sales manager.

H. M. FELTIS, for four years manager of KPQ, Wenatchee, Wash., and for the last year sales manager of KFBB, Great Falls, Mont., has joined KIDO, Boise, Mont., as sales manager.

BILL HAY, Chicago NBC salesman and announcer for "Amos 'n' Andy," is making a personal appearance tour with the comedians.

JOHN O'NEIL, who started with NBC as a page several years ago, has been named night traffic manager at the Chicago NBC studios.

DONALD MILLER, formerly with Edward Petry & Co., and Conde Nast Publications, has been added to the chain sales staff of ABS, New York.

CHARLES C. SPEER, of the CBS staff in New York, is working on a biography of the late Wilson Mizner, noted film director, and is seeking material such as pictures, clippings, etc.

JOHN L. VAN VOLKENBURG, president of KMOX, St. Louis, and Mrs. Van Volkenburg are parents of a son, John, Jr., born Oct. 13.

JAMES W. BECKMAN, widely known newspaperman, has been appointed director of public relations of the Crosley Radio Corp., Cincinnati, operating WLW and WSAI.

C. P. MacGREGOR, president of MacGregor & Sollie, Inc., San Francisco, has returned from a trip to the East and South in the interest of MacGregor & Sollie electrical transcription sales.

RICHARD ELPERS, manager of sales promotion and research for CBS in Chicago, spoke recently before the Indianapolis Advertising Club on "Merchandising the Radio Program."

J. TRUMAN WARD, NAB president and executive vice president of WLAC, Nashville, was informed while in New York Oct. 28 that his home in Nashville had burned the night before. While the extent of the damage had not been determined, he was told that the house had been "gutted." Both the home and furnishings were covered by insurance.

CHARLES PHELPS, NBC night manager at Chicago, has been transferred to NBC's sales department in New York.

DICK WESTERGAARD, of the bookkeeping department of KSO, Des Moines, has been named merchandising manager. Ralph Malone has been moved from the business office of the *Des Moines Register and Tribune* to take his place. Harold Fulton, former Des Moines salesman and recently in Waterloo, Ia., has joined the KSO sales staff.

MISS DOROTHY GILLESPIE, traffic manager of KTAB, San Francisco, will be married Armistice Day to Donald A. Garry, Marine Corps recruiting officer at Reno, Nev. The wedding will take place in San Francisco.

RALPH BRUNTON, owner and general manager of KJBS, San Francisco, and KQW, San Jose, has been elected a member of the directorate of the Pacific Radio Trade Association.

JOHN NESS, who recently resigned as promotion manager of Hearst's *San Francisco Call-Bulletin*, is now with KNX, Los Angeles. At one time he managed KMTR, Los Angeles. The radio department of the *Call-Bulletin* was under his supervision.

PAT O'MALLEY, for several years on the sales staff of KNX, Hollywood, on Oct. 15 joined the commercial staff of KFWB, Hollywood.

JACK KIEFER, former manager of KMPC, Beverly Hills, Calif., has been appointed radio director of the Townsend Old Age Revolving Pension Plan, with headquarters in Long Beach and Los Angeles.

G. McDERMOTT, Chicago NBC salesman, has been placed in charge of local sales under Kenneth Carpenter, sales manager for the NBC central division.

MILTON KNAPP, formerly of WJR, Detroit, and CKLW, Detroit-Windsor, and R. A. Kesner, former manager of the Fair Store basement in Chicago, have joined the sales staff of WBBM, Chicago.

JOHN OUTLER, advertising manager of WSB, Atlanta, recently addressed the Griffin (Ga.) Rotary Club on radio and affiliated sciences.

Sponsoring the Opera

SPONSOR during the winter season of the Saturday afternoon Metropolitan Opera broadcasts direct from the Metropolitan Opera House, New York, will be the Lambert Pharmacal Co., St. Louis (Listerine). The first broadcast over an NBC network is expected Christmas Eve. The plan to be followed will be the same as last year's sponsorship of the opera by Lucky Strike. The cost of the franchise and for time on the air, it is understood, will run about $375,000. Lambert & Feasley, Inc., New York, handles the Listerine account.

H. J. QUILLIAM, commercial manager of KOMO and KJR, Seattle, who received widespread commendation at the NAB convention in Cincinnati because of his ability as an extemporaneous dramatic director, has been receiving a deluge of letters from radio stations and advertising clubs asking for copies of the radio skit, "Vita Fig Mush," which he presented at the convention.

XUM

BEHIND THE MICROPHONE

RICHARD HOLMAN, who has been directing publicity for Hearst's KYA, San Francisco, has become production manager of that station. He succeeds Thomas Ashwell, who is devoting his time to special production, according to Edward J. McCallum, station manager. Holman will also supervise the public relations department.

REED POLLACK, formerly with KOY, Phoenix, Ariz., has joined the announcing staff of KGGC, San Francisco. He is the brother of Grant Pollack, KFRC announcer in San Francisco.

DAVID YOUNG, widely known in Southern California dramatic circles, has joined the announcing and program staff of KGB, San Diego.

What Station effectively covers a market with annual retail sales of $1,190,329,000.00, whose evening time rate is only $42.50 per quarter hour?

WJBK
DETROIT

PRIESTLEY MILLER, for three years a member of the program staff of WSM, Nashville, has been appointed pastor of the Craig Memorial Methodist Church, Nashville. He received his Bachelor of Divinity degree at Vanderbilt University in 1931 and since then has been an assistant pastor of the church, also conducting the WSM morning devotional for some time.

HAROLD B. CARR, formerly production manager at WCAI, San Antonio, has joined the production staff of WLW, Cincinnati.

ARCHIE GRINALDS, announcer for WBT, Charlotte, N. C., played a leading role in "The Three Cornered Moon," produced by the Charlotte Little Theatre.

RAY BERRY, program manager of KSOO, Sioux Falls, S. Dak., is studying at the Eastman School of Music, Rochester, N. Y. He was featured over WHAM, Rochester, as a guest organist Oct. 28.

ROY SHIELD, music director of NBC central division, Chicago, is back at work after an appendicitis operation. He is finishing the "Shift March," which he composed for Coach Elmer Layden, of Notre Dame, to use in developing rythm in the Irish backfield.

MISS MARION McNARY, executive secretary of WCAE, Pittsburgh, was married recently to James Francis Traa.

JERRY KILGORE, until recently NBC announcer in San Francisco, and prior to that at KFI, Los Angeles, joined the announcing staff of KNX, Hollywood, Oct. 15, replacing Stuart Buchanan, who resigned to free lance.

L. SCOTT PERKINS, formerly with NBC and KMTR, Los Angeles, who joined the staff of KHJ, Los Angeles, in mid-October as producer and writer, was elevated Oct. 23 to production manager.

And Far Into the Mike

H. V. KALTENBORN, CBS news commentator, turned radio instructor recently while visiting Milwaukee, his home town, where he was guest of Gaston Grignon, WISN manager. After a 15-minute spot on the station, Kaltenborn took Howard Peck, WISN sports announcer, and gave him some pointers on fill-in chatter for sports events. Then he drilled Peck in enunciation, English and "spellbinding," with a camera catching the scene. Kaltenborn is shown at left in photo, Peck at right.

JAMES MAXWELL, formerly manager of Central News Bureau of the Iowa Daily Press Association, has been appointed news editor of the news organization of WHO, Des Moines. He covers Des Moines and other news is obtained from Transradio Press and correspondents in Iowa cities.

IRVING H. GROSSMAN, of the Artists' Bureau of WHO, Des Moines, is managing the Iowa Barn Dance Frolic, which has moved from the WHO studios to a Des Moines theatre for the fall and winter season. Peter MacArthur, program director, and Gene Loffler, of the program department, are in charge of production. Others on the cast of 60 are Ernie Sanders and Stan Widney, WHO announcers, who with Loffler act as masters of ceremonies.

FRANCES PROSKAUER, previously with WMCA, has joined the publicity department of WOR, Newark.

ANNETTE MARANTZ has gone to the WOR, Newark, Artists' Bureau to take charge of club bookings.

BEN HYAMS, formerly on the staff of the *Brooklyn Daily Eagle*, has joined the CBS publicity department.

ALLAN SAVAGE, formerly announcer for CKLW, Windsor-Detroit, has been contracted by CHML, Hamilton, for production and announcing work to fill the vacancy left by Ramsay Lees, now connected with CKCL, Toronto. Lees joined CKCL's announcing staff to replace Jack Young, who has become an orchestra leader.

VERA OLDHAM, staff writer with Earnshaw-Young, Inc., Los Angeles radio producing organization, and co-author of the "Chandu" series, has left that organization to free lance.

DICK REED, announcer at WAAF, Chicago, and formerly WBOW, Terre Haute, Ind., was married in September to Ruth McDole, of Terre Haute. Mrs. Reed was selected as "Miss Indiana" in a bathing beauty contest a few years ago.

HAL MOORE, formerly with WQAM, Miami, has joined the CBS announcing staff in New York.

JACK NESBITT, formerly production manager of KHQ, Spokane, and prior to that on the announcing staff of KGA, in the same city, has joined the announcing staff of KFRC, San Francisco.

GENE CLARK, continuity writer and announcer for KJBS, San Francisco, has been appointed secretary of the Progressive Speakers Club.

KENNETH M. FICKETT has been appointed assistant program manager of WOR, Newark. He had been with Batten, Barton, Durstine & Osborn, the NBC, and more recently Gotham Advertising Co., where he was radio director.

DELL SCHARBUTT, who has announced for many Southwest Network stations, is now with CBS in New York.

HAROLD L. HACKETT has left the NBC production department in New York to join the Music Corporation of America.

MAURICE KINSTLER, of WINS, New York, program department, was married Oct. 12 to Irene King, formerly of the WINS staff.

ROLAND BRADLEY, program director of WINS, New York, and Mrs. Bradley are the parents of a daughter, Patricia, born in October.

WILLIAM A. SCHUDT, Jr., general manager of WBT, Charlotte, N. C., announces the creation of a program board of review. Members are Charles Crutchfield, program director; Hal Smith, production director; Carl Shadwell, music department, and Mr. Schudt.

VIC KNIGHT has joined the production staff of WJAY, Cleveland. He had been continuity editor at WGAR, Cleveland, and merchandising manager and program director at WHK, Cleveland.

GARNET GARRISON, chief announcer at WJIM, Lansing, Mich., and Isabelle Shelby were married in Detroit recently.

LESLIE MARCUS, announcer at WNAC-WAAB, Boston, is recovering from a broken ankle, injured while he was hurrying to the studio, and he is doing his announcing from a wheel chair.

L. SCOTT PERKINS, formerly of the NBC production staff in San Francisco, has joined KHJ, Los Angeles, as a producer; Harold Horton, formerly production manager of KIEV, Glendale, Calif., has joined KHJ as master of ceremonies for a daily morning frolic; Carrol O'Meara, magazine writer, has been added to the continuity department; Mel Reid, orchestra leader, becomes a KHJ announcer.

CLYDE KITTELL, formerly night program supervisor for NBC in New York, has been appointed program director of WTAM, Cleveland. He has been with NBC and affiliated stations for six years.

TOM RILEY, continuity writer for WAVE, Louisville, Ky., is resigning to take a motor tour of several months through the South. He plans to spend the winter at Palm Beach, Fla.

E. E. PERRY, Pacific coast newspaperman, has joined KHQ and KGA, Spokane, Wash., as news commentator, and has inaugurated a new "editorial column" of the air.

HERBERT NELSON, formerly with WLW, Cincinnati, where he had as many as five commercials weekly for two years, has been appointed director of the artist bureau of KMOX, St. Louis. At one time he sang over KMOX and the CBS network.

AL CHANCE, announcer and a member of the production staff of WXYZ, Detroit, was married Oct. 8 to Miss Mary Sweeney, an interior decorator of Chicago. They will make their home in Detroit.

KAY VAN RIPER, associated with the continuity staff at KFWB, Hollywood, leaves Nov. 11 for New York where she will be affiliated with the American Broadcasting System. She will produce the "English Coronet" series which recently closed on the Hollywood station. Her current "American Caravan" series on KFWB will continue with Miss Van Riper writing the series from the east.

IN TOLEDO
And Northwestern Ohio

A Potential Market of A Million People

WSPD

A BASIC Columbia Station

Advertisers appreciate the exclusive position of WSPD—that's why so many national accounts use this station to promote their products in this great market. At present 68 large national and local accounts are using 171 quarter hours weekly, and 91 individual accounts reach their prospects through spot announcements.

Toledo's Only RADIO STATION

COMMODORE PERRY HOTEL—TOLEDO

NEW YORK
Joseph H. McGillvra
485 Madison Ave.

CHICAGO, ILL.
John Kettlewell
Palm Olive Bldg.

IN THE CONTROL ROOM

H. W. ZIMMER, formerly general purchasing agent for the Sylvania tube plant at Emporium, Pa., and recently general manager of the Sylvania electronics department at Clifton, N. J., has been named manufacturing manager of the Emporium plant. This position has been held by R. W. Roloff, who also was general manufacturing manager for both the Salem and Emporium plants. F. J. Healy remains manufacturing manager of receiving tubes at Salem.

HAROLD JACKSON, Chicago NBC studio engineer, and Mrs. Jackson are the parents of a daughter, born Sept. 24. Mrs. Jackson before her marriage was Edna Cunningham, radio singer.

CARL BJERE, formerly with Fox Movietone, NBC, and WOR, Newark, has joined the engineering staff of WNEW, Newark. Ben Jackson, recently with Movietone, NBC and CBS, and George Speer, formerly with the radio department of the *New York Evening Journal*, also have joined the WNEW engineering staff.

NORM BULLIS and Elmer Grabb have switched posts at WHAM, Rochester, Bullis going from control to transmitter, and vice versa.

WILLIAM BOHER, engineer at KWCAE, Pittsburgh, has been transferred to WISN, Milwaukee.

CARL ULRICH, for 12 years chief engineer at WAAF, Chicago, was married in October to Mary Herlock, Chicago school teacher. Ulrich was the last person to leave the station when it was burned in the stockyard fire last summer.

WALTER MARTIN has been added to the engineering staff of KGB, San Diego, Calif., filling the vacancy left by Milton Compton.

M. C. OLSEN, construction engineer for Blaw-Knox Co., is directing erection of the new 529-foot vertical radiator for WBT, Charlotte, N. C. A new ground system worked out by CBS engineers will be installed under the supervision of Edwin K. Cohan, general engineer, and A. B. Chamberlin, CBS chief engineer.

CAPT. GUY HILL, U. S. Army, former acting chief engineer of the old Radio Commission, is now stationed at Patterson Field, Fairfield, O.

PAUL O'HARA, technician at KNX, Hollywood, and Mrs. O'Hara are the parents of a daughter, Molly, born at the Wilshire Hospital, Los Angeles, in October.

VERNE TASHNER has returned as technician at KFVD, Culver City, Calif., after an absence of six months. He replaces Fred Lane, resigned.

EDDIE CROWLEY, for five years an office boy with WNAC, Boston, is now serving an apprenticeship in the control room.

TED ROBERTSON, sound technician on the staff of WXYZ, Detroit, was married Oct. 15, to Miss Marjorie Bates, of Detroit.

CBS Adds Two Outlets

ADDITION of WCOA, Pensacola, Fla., and WOC, Davenport, Ia., to the CBS network was formally announced Oct. 29, giving the network a total of 102 outlets in both its basic and supplemental groups. WCOA is owned by the Pensacola Broadcasting Co. and operates on 1340 kc. with 500 watts. On Nov. 11, WOC will join CBS on a permanent basis. It is on 1420 kc. with 100 watts, and is owned by the Palmer School of Chiropractic, which also operates WHO, Des Moines 50,000-watter.

Pick Your **SPOT** *Among the Stars*

Amid this glamorous sequence of stellar productions YOUR message is assured of the audience of millions of attentive listeners who are attracted day and night by the diversified entertainment offered thru this basic Columbia outlet.

WHAS *Owned and Operated By* The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

New York • Chicago • Detroit • San Francisco

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

**In Canada, through the Canadian Pacific Railway Telegraphs*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · *All America Cables* · *Mackay Radio*

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Staley Starch Sales Corp., Chicago (Staley's Starch), 26 *sa*, thru Batten, Barton, Durstine & Osborn, N. Y.

J. A. Folger & Co., Kansas City, 4 *sa*, thru Blackett-Sample-Hummert, Inc., N. Y.

Don Parmalee, Des Moines (Buick contest), 13 *t*, thru Heath-Seehof, Inc., Chicago.

Magnolia Petroleum Co., Dallas (oils), 13 *sa*, thru Johnston Advertising Co., Dallas.

Bunte Brothers, Chicago (candies), 80 *sa*, thru Fred A. Robbins, Inc., Chicago.

J. G. Dodson Co., Atlanta (Mentodene), 33 *sa*, thru Ruthrauff & Ryan, N. Y.

Ralston-Purina Co., Ft. Worth (cereal), 39 *sa*, direct.

Gebhardt Chili Powder Co., San Antonio (Gebhardt's Mexican foods), 52 *sp*, thru Tracy-Locke-Dawson, Inc., Dallas.

Morton Salt Co., Chicago, 13 *sp*, thru Wade Advertising Agency, Chicago.

Chamberlain Laboratories, Des Moines (lotion), 104 *ta*, thru Coolidge Advertising Co., Des Moines.

Campbell Cereal Co., Chicago (Malt-O-Meal), 13 *t*, thru Mitchell-Faust Advertising Co., Chicago.

Ironized Yeast Co., New York (Ironized Yeast), 26 *t*, thru Ruthrauff & Ryan, N. Y.

Penick & Ford, Ltd., New York (Brer Rabbit syrup), 168 *ta*, thru J. Walter Thompson Co., N. Y.

Wm. R. Warner Co., New York (Sloan's Liniment), 26 *t*, thru Cecil, Warwick & Cecil, N Y.

Scott & Bowne, Elmire, N. Y. (Scott's Emulsion), 38 *ta*, thru Marschalk & Pratt, Inc., N. Y.

Vick Chemical Co., New York (Vick's Vaporub), 78 *t*, Morse International Co., N. Y.

United Drug Co., New York (Rexall products), 5 *t*, Street & Finney, Inc., N. Y.

KHJ, Los Angeles

Colonial Dames Cosmetic Co., Los Angeles, renewal of quarter-hour weekly *sp*, 3 months, thru Glasser Advertising Agency, Los Angeles.

Congoin Co., Los Angeles (health beverage), 4 weekly quarter-hour *sp*, 2 months, thru Lockwood-Shackelford Co., Los Angeles.

Citrus Soap Co., San Diego, weekly 5-minute *t*, renewal, 120 days, thru Norman W. Tolle, San Diego.

Standard Homeopathic Co., Los Angeles (medical products), 3 weekly quarter-hour *sp*, 3 months, thru Tom Wallace Agency, Los Angeles.

KDYL, Salt Lake City

U. S. Tobacco Co., New York (Dill's Best and Model smoking tobacco), 52 half-hour *t*, thru McCann-Erickson, N. Y.

Bond Electric Co., Jersey City, 26 quarter-hour *t*, thru O. B. Tyson Agency and General Broadcasting Co.

Knox Co., Kansas City (Cystex), 26 quarter-hour *t*, thru Dillon & Kirk, Kansas City.

A. C. Gilbert Co., New Haven, Conn. (Erector toys), 8 quarter-hour *t*, thru Charles W. Hoyt Co., N. Y.

WDRC, Hartford

Bond Electric Corp., New York (flash lights), 15-minute weekly *t*, 3 months, thru General Broadcasting Co., N. Y.

The Ayer Co., Lowell, Mass. (Cherry Pectoral), 6 weekly *sa*, 6 months, thru Hanff-Metzger, Inc., N. Y.

K. A. Hughes Co., Boston (Salicon), daily *sa*, thru Harry M. Frost Co., Inc., Boston.

Lever Bros., Cambridge, Mass. (Lifebuoy soap), 3 weekly *t*, 4 months, thru Ruthrauff & Ryan, Inc., N. Y.

Scott Paper Co., Chester, Pa. (Scott tissue), 12 *ta*, thru J. Walter Thompson Co., N. Y.

Educator Biscuit Co., Chicago, 6 *sa*, thru John W. Queen, Boston.

Maryland Pharmaceutical Co., Baltimore (Rem), 6 *sa* weekly, 6 months, thru Joseph Katz Co., Boston.

Ex-Lax, Inc., Brooklyn, *sa*, thru Joseph Katz Co., N. Y.

Norwich Pharmacal Co., Norwich, N. Y. (cold cure), 6 weekly *sa*, thru Lawrence C. Gumbinner Advertising Agency, N. Y.

Richfield Oil Corp. of New York, 5 weekly *t*, 3 months, thru Fletcher & Ellis, Inc., N. Y.

Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 6 weekly *sa*, 4 weeks, thru John W. Queen, Boston.

Procter & Gamble Co., Cincinnati (Dreft water softener), 5 weekly *ta*, 10 weeks, thru H. W. Kastor & Sons Co., Inc., Chicago.

United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, Inc., N. Y.

Scott & Bowne, Elmira, N. Y. (Scotts Emulsion), 2 weekly *sa*, 4 months, thru Marschalk & Pratt, Inc., N. Y.

WFBL, Syracuse

Richman Brothers, New York (men's clothes), 2 weekly WBS *t*, direct.

Kellogg Co., Battle Creek, Mich. (Rice Crispies and Corn Flakes), 3 weekly WBS *t*, 52 times.

Day Brothers, Syracuse (department store), 6 weekly WBS *t*, 52 times, direct.

KOMO, Seattle

White King Soap Co., Los Angeles, 8 *sa*, thru Barnes-Campbell Co., Los Angeles.

Copinol Co., Los Angeles (hay fever remedy), 18 *sa*, thru Millar Advertising Agency, Inc., Los Angeles.

Pacific Steamship Co., Seattle, 3 *sa*, thru Howard J. Ryan & Associates, Inc., Seattle.

Lever Brothers Co., Cambridge, Mass. (Lux soap), 3 weekly 5-minute *t*, 4 months, thru Ruthrauff & Ryan, Inc., N. Y.

United States Tobacco Co., New York (Dills Best), half-hour *t*, weekly, 12 months, thru McCann-Erickson, Inc., N. Y.

Dodge Brothers Corp., Detroit (automobiles), 8 *ta*, thru Ruthrauff & Ryan, Inc., N. Y.

Carter Medicine Co., New York (pills), 75 *ta*, thrice weekly, thru Street & Finney, Inc., N. Y.

Gilmore Oil Co., Los Angeles, three 5-minute *t*, thru Botsford-Constantine & Gardner, Seattle.

The Wander Co., Chicago (Ovaltine), 6 *sa*, thru Blackett-Sample-Hummert, Inc., Chicago.

Knox Co., Kansas City (Cystex), quarter hour *t*, indefinite, thru Dillon and Kirk Advertising Agency, Kansas City.

KGO, San Francisco

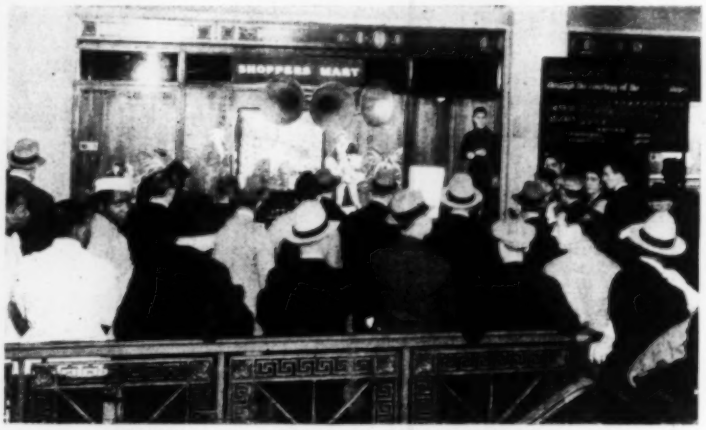
Gilmore Oil Co., Los Angeles, 5-minute *t*, thrice weekly, thru Botsford, Constantine & Gardner, Los Angeles.

Procter & Gamble Co., Cincinnati (Ivory soap), quarter-hour *t*, thrice weekly, thru the Blackman Co., N. Y.

A. C. Gilbert Co., New Haven (toys), *sp*, thru Charles W. Hoyt Co., N. Y.

Putinize Laboratories, San Francisco (eyedrops), *sp*, thru Warner-Clifton Advertising Agency, San Francisco

California Redwood Assn., San Francisco (building material) weekly half-hour, *sp*, thru Gerth-Knollin Advertising Agency, San Francisco.



WHK Dresses a Window for World Series Fans

CAPITALIZING on the keen interest in the 1934 world series, WHK, Cleveland, picked a large show window in the Union Terminal concourse and placed loud speakers overhead to carry the play-by-play broadcast by CBS announcers. The window was used to publicize WHK programs and was decorated with huge photographs of Jack Graney, WHK baseball announcer, and a crowd at League Park, giving the window a baseball atmosphere. Other large pictures portrayed Jeannie Lang and Harriet Hilliard, the Cleveland String Quartet, and popular Cleveland and Columbia stars. Alun Jenkins, WHK page, handled the scoreboard.

WFAA-WBAP, Dallas-Ft. W.

Wander Co., Chicago (Ovaltine *sa*, thru Blackett-Sample-Hum... Inc., Chicago.

Best Foods, Inc., New York (N... 39 *t*, thru Benton & Bowles, ...

Dearborn Chemical Co., Ch... (Plumite), 100 *sa*, thru Ruth... & Ryan, Chicago.

Kester Solder Co., Chicago, 2... thru Aubrey, Moore & W... Inc., Chicago.

Bunte Brothers, Chicago (can... 80 *sa*, thru Fred A. Robbins, ... Chicago.

Scott Paper Co., Chester, Pa. (tis... 24 *sa*, thru J. Walter Thom... Co., N. Y.

Comfort Mfg. Co., Chicago (... Martin toothpaste), 12 *ta*, ... Street & Finney, N. Y.

Chamberlain Laboratories, Des M... (lotion), 80 *ta*, thru Coolidge ... vertising Co., Des Moines.

Penick & Ford, Ltd., New ... (Brer Rabbit syrup), 168 *ta*, ... J. Walter Thompson Co., N. Y.

Campbell Cereal Co., North... Minn. (Malt-O-Meal), 78 *t*, ... Mitchell-Faust Advertising Co., ... cago.

WLS, Chicago

Justrite Mfg. Co., Chicago (bird s... 13 *sp*, thru Gustav Marx Adv... ing Agency, Inc., Milwaukee.

The Pathfinder, Washington, D. ... (magazine), 26 *sp*, thru F... United Broadcasters, Chicago.

Mantle Lamp Co. of America, ... cago (Aladdin lamps), 20 *sp*, ... Philip O. Palmer & Co., ... Chicago.

John Morrell & Co., Ottumwa, ... (mince meat), renewed 5-minu... 3 weekly, 12 weeks, thru Ba... Hurst & MacDonald, Inc., Chi...

Gardner Nursery Co., Osage, ... (plants and seeds), 6 *t*, renew...

Dr. Miles Laboratories, Inc., Elk... Ind. (Alka Seltzer), 6 *sa*, ... Wade Advertising Agency, Chi...

Coleman Lamp & Stove Co., Wi... Kans. (lamps), 26 *ta*, thru B... rauff & Ryan, Inc., Chicago.

Geppert Studios, Des Moines (... enlargements), 13 *sp*, thru Le... Advertising Co., Inc., Des Moi...

Morton Salt Co., Chicago (s... salt), 13 *sp*, thru Wade Adve... ing Agency, Chicago.

WBT, Charlotte, N. C.

Knox Co., Kansas City (Cys... weekly *t*, 26 weeks, thru Alle... Smith Advertising Co., Kansas C...

General Mills, Inc., Minneapolis (... Medal flour), 25 *t*, thru Mc... Co., Minneapolis.

Kellogg Co., Battle Creek, Mi... (cereal), 12 *sp*, thru Adverti... Inc., Richmond, Va.

Morton Salt Co., Chicago, 6 we... *sp*, 60 times.

Norwich Pharmacal Co., Norwi... N. Y. (cold cures), 6 weekly ... 26 times.

Pathfinder, Washington, D. C. (ma... zine), 13 *sp*, thru Wilbur & Ba... Chicago.

French Lick Springs Hotel Co., I... (Pluto Water), 3 weekly ... times.

Scott & Bowne, Elmira, N. Y. (Sc... Emulsion), 2 weekly *t*, 39 ti... thru Marschalk & Pratt, Inc., N.Y.

Scott Paper Co., Chester, Pa. (tissu... 42 *sp*, thru J. Walter Thomp... Co., N. Y.

Seminole Paper Corp., Chicago (To... sue), *t*, thru Paris & Peart, N. Y.

Sterling Casualty Insurance Co., C... cago, 3 weekly *sp*.

WGN, Chicago

Phillips Petroleum Co., Bartlesvil... Okla., 39 *sp*, thru Lambert & Fe... ley, Inc., New York.

General Mills, Inc., Minneapolis (O... Asperin), renewed 78 *sp*, 5 da... weekly, thru McCord Co., Inc., Mi... neapolis.

Domestic Sewing Machine Co., Cle... land, Ohio, 13 *t*, thru World Bro... casting System.

KGB, San Diego, Calif.

Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, 52 times, thru Walter Biddick Co., Los Angeles.

Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, 26 weeks, thru Jimm Daugherty, Inc., St. Louis.

Citrus Soap Co., San Diego, renewal of weekly *t*, 26 weeks.

Knox Co., Kansas City (Cystex), weekly *t*, 13 weeks, thru Dillon & Kirk, Kansas City.

Dalton's, Inc., Los Angeles (auto loans), daily *sa*, 1 year, thru Volney James, Los Angeles.

Dr. Beaumont Co., Los Angeles (depilatory), 2 weekly *sp*, 13 weeks, thru Advertising Arts Agency, Los Angeles.

WJJD, Chicago

Thomas J. Lipton, Inc. (tea), New York, 12 *sa* daily, 13 weeks, thru Frank Presbrey Co., New York.

Eaton Paper Corp., Pittsfield, Mass., weekly *t*, 13 weeks, thru Wiley B. Jones, Inc., Binghamton, N. Y.

National Distilling Co., Milwaukee, 6 weekly *sp*, renewal, thru Klau Van Petersen Dunlap Co., Milwaukee.

Norwich Pharmacal Co., Norwich, N. Y., (cold cures), *sa* thru Lawrence C. Gumbinner, New York.

Adlerika Co., St. Paul (Adla tablets and Adlerika), 6 weekly *t*, thru St. Paul Advertising Co., St. Paul.

KJR, Seattle

Carter Medicine Co., New York (pills), 68 *ta*, thru Street & Finney, Inc., N. Y.

United States Tobacco Co., New York (Dills Best), half-hour *t* weekly, 12 months, thru McCann-Erickson, Inc., N. Y.

Richfield Oil Co. of Cal., 15-minute *t*, 5 weekly, indefinite, thru H. C. Bernsten Advertising Agency, Los Angeles.

Pacific Steamship Co., Seattle, 3 *sa*, thru Howard J. Ryan & Associates, Inc., Seattle.

WABY Into Albany

AUTHORITY to move WGLC from Hudson Falls, N. Y., to Albany was granted the Adirondack Broadcasting Co. Oct. 16 by the FCC, which approved a transfer of 90 per cent of its stock to a new corporation headed by Harold O. Smith, manager of WOKO, Albany. The station, a 100-watter on 1370 kc., will operate in Albany under the call letters WABY.

Lur-Eye Campaign

LUR-EYE PRODUCTS, Inc., New York (Lur-Eye eye preparation) on Oct. 22 started a series of WBS transcription programs on 52 stations, using two 5-minute daytime programs weekly for a Fall and Winter campaign of 26 weeks. The concern has about 1,000 sales outlets.

Engineer Is Injured

ELLORY PLOTTS, assistant chief engineer at WBBM, Chicago, was injured at the broadcast of the Notre Dame-Texas football game Oct. 6 at South Bend, when he misjudged his distance at the stadium. Plotts had placed a carbon microphone to pick up the crowd noise and in jumping back to the row of seats turned his ankle and bruised his face.

NETWORK ACCOUNTS

CORN PRODUCTS REFINING Co., New York (Linit, Karo, Mazola, and Kre-Mel), on Nov. 5 starts "The Gumps," script act, on 19 CBS stations, Mondays thru Fridays, 12:15-12:30 p. m. Agency: E. W. Hellwig Co., New York.

DODGE BROTHERS Corp., Detroit (Pacific Coast Dealers), on Oct. 23 started dramatic show on 12 CBS-Don Lee stations, Tuesday and Thursdays, 5:30-5:45 p. m., PST. Agency: Ruthrauff & Ryan, Los Angeles.

ASSOCIATED OIL Co. of California, Los Angeles, on Sept. 29 started sponsorship of football broadcasts on staggered schedule on 8-12 CBS-Don Lee stations. Agency: Lord & Thomas, Los Angeles.

ILLINOIS MEAT Co., Chicago, on Nov. 19 starts "Radio Gossip Club" on 7 CBS stations keyed from WBBM, Chicago (New York excluded), Monday to Friday, 1:15-1:30. Agency: J. L. Sugden Adv. Co., Chicago.

FIRESTONE TIRE & RUBBER Co., Akron, O., on Dec. 3 renews "Voice of Firestone" on 61 NBC-WEAF and supplementary stations, Mondays, 8:30-9 p. m., with repeat 11:30-12 midnight. Agency: Sweeney & James Co., Cleveland.

PET MILK SALES Corp., St. Louis, on Nov. 6 renews "Pet Milky Way" on 36 CBS stations (New York excluded), keyed from KMOX, St. Louis, Tuesday and Thursday, 11 to 11:15 a. m. Agency: Gardner Adv. Co., St. Louis.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on Nov. 5 starts "Vic and Sade" on 12 NBC-WJZ stations Mondays thru Fridays, 1:30 to 1:45 p. m. Same program will also be heard on 8 NBC-WEAF stations Mondays thru Fridays, 2:45-3 p. m. Agency: The Blackman Co., N. Y.

THE NORSEC Co., Jersey City (Norsec toothpaste), on Dec. 3 starts on 9 eastern CBS stations "Gossip Behind the Microphone," with Wallace Butterworth, Monday, Wednesday and Friday, 12:30 to 12:45 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), on Nov. 21 starts sponsorship of "One Man's Family" on nation-wide NBC-WEAF network, Wednesdays, 10:30-11 p. m. Agency: Ruthrauff & Ryan, Inc., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winner cigarettes) on Oct. 12 started sponsorship of football games Oct. 12, Nov. 12, Dec. 1 on 9 Yankee Network stations: Agency: Ruthrauff & Ryan, Inc., N. Y.

NATIONAL BISCUIT Co., New York (Uneeda biscuits, etc.), on Dec. 1 starts "Let's Dance," Saturday dancing program lasting from 10:30 p. m. to 3:30 a. m., going three hours to each time zone, on 57 NBC-WEAF and supplementary stations. Agency: McCann-Erickson, Inc., N. Y.

WRIGLEY PHARMACEUTICAL Co., Atlantic City (Spearmint toothpaste), on Dec. 9 starts Harry Reser's orchestra, Ray Heatherton, on 20 NBC-WEAF stations Sundays, 4:30-4:45 p. m. Agency: The Jerome B. Gray Co.

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-X paints) on Nov. 9 starts studio program on 5 Yankee Network stations, Mondays and Fridays, 7:30-7:45 p. m. Agency: Henri, Hurst & McDonald, Chicago.

SWIFT & Co., Los Angeles (Formay shortening) on Oct. 30 renewed "Al Pearce and His Gang" on 5 NBC-KPO stations, Tuesdays and Thursdays, 2-2:15 p. m., PST. Agency: J. Walter Thompson Co., San Francisco.

In Football or Business,

ATTACK THROUGH

THE AIR!!

WOW

OMAHA

ON THE N.B.C. RED NETWORK

Yardage, of course, may be gained in other ways, but when a team wants to go places, it takes to the air. Business, too, can advance through the air, when other means of attack bog down. In WOW's primary coverage area of 75,000 square miles, there are two million people to hear your sales message. Head for that goal through the air! WOW can help you.

590 KILO. Owned and Operated by 1000 WATTS

WOODMEN OF THE WORLD
Life Insurance Association

JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.

National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

KFDM

SERVES the Sabine District with a clear signal fourteen hours per day, covering fourteen counties in Southeast Texas and fourteen parishes in Southwest Louisiana with a total population of 786,752.

BECAUSE of KFDM's attitude toward civic, educational, religious, fraternal and other such organizations, in giving of its time freely and without charge, KFDM naturally predominates in this territory.

WE MADE a sworn statement, in report to NAB, to the effect that we had given of our time, to such organizations as referred to above, an amount exceeding $13,500 without charge, from January 1, 1934, to June 30, 1934, inclusive.

KFDM's listeners are very liberal in patronizing KFDM's advertisers. Give us an opportunity to carry your message into 200,000 homes located in our legitimate trade territory.

SABINE Broadcasting Co., Inc.

P. O. Box 2950
BEAUMONT, TEXAS

RADIO PUBLICITY, INC.
Chicago, Illinois

Pacific Coast Representatives:

Los Angeles • San Francisco

Seattle • Denver

XUM

Goes Net After Test

AFTER TEST programs in several sections of the country, Penn Tobacco Co., Wilkes-Barre, Pa., (Kentucky Winners cigarettes) on Nov. 21 joins the ranks of network advertisers with a half-hour program, Wednesdays, 10:30 p. m., EST, on the NBC-WEAF network, with all supplementaries except Southwest, Northwest and Mountain. The program selected is "One Man's Family," which originates in San Francisco. Formerly sustaining, this program has received the gold award of *Radio Stars* magazine, and was voted by radio editors in a *Radio Guide* poll as the most popular dramatic program on the air. Ruthrauff and Ryan, Inc., New York, handles the account.

"—a little child shall lead them"

WSGN—the only 100-watter given first place honors in metropolitan markets by fall showmanship rating of "Variety" magazine.

WSGN—outclasses two local NBC and CBS outlets in eyes of "Variety" and in ears of Birmingham.

WSGN—now 250 watts daytime.

WSGN—six news periods daily.

WSGN—selling Birmingham, Alabama.

FULL TIME
STEVE CISLER, *Mgr.*

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

FREE & SLEININGER, Inc., radio station representatives, have been appointed exclusive national representatives for KFWB, Los Angeles; KOL, Seattle; KOIN, Portland, Ore., and KVI, Tacoma, Wash., effective Nov. 1.

F. H. WEISSINGER has moved from the Chicago office of Free & Sleininger, Inc., radio station representatives, to become manager of their newly established Detroit office, with headquarters in the General Motors Bldg. Weissinger formerly served in the Detroit office of the Campbell-Ewald Co. for ten years.

EDWIN L. DUNHAM, formerly with the NBC program department, has joined the radio department of Ruthrauff & Ryan, Inc., New York, and will take charge of program production. Previously he had been with the old WGI, then WEEI, Boston, as program director, and later WNAC, Boston.

JOE C. DONOHUE has resigned from the special events department of CBS, New York, to take charge of publicity and promotion for the J. Stirling Getchell Co., agency, in its New York and Detroit offices.

STRANG & PROSSER Advertising Agency, Seattle, has created a radio department under the direction of J. R. Lunke, formerly with the NBC commercial department and KOMO and KJR, Seattle.

GEORGE FAULKNER, of the New York office of J. Walter Thompson Co., went to Hollywood in October to supervise broadcasts of Rudy Vallee on the Fleischmann hour.

JAMES ACUFF, formerly sales director of the Curtis Radiocasting Corp., operating several stations in Indiana and Illinois, has established offices in the Wrigley Bldg., Chicago, as exclusive station representative for WGBF, Evansville, Ind.; WNAX, Yankton, S. Dak.; KFEL, Denver; KFEQ, St. Joseph, Mo.; KFBI, Abilene, Kan.; KGGF, Coffeyville, Kan.; WLBF, Kansas City, and XEPN, Mexican border station opposite Eagle Pass, Tex. The same list of stations will be represented in Kansas City by Howard Wilson.

DON HENSHAW has joined the radio department of Norris-Patterson, Ltd., Toronto advertising agency.

KELLY, NASON & ROOSEVELT, Inc., New York advertising agency, has established western offices in the Monadnock Building, San Francisco, with Frank J. Mannix, Pacific coast advertising executive, as manager. John C. Kelly, president of the agency, was in San Francisco the later part of October to establish the branch offices.

WILLIAM H. VOELLER, president of Conquest Alliance Co., foreign station representatives, has returned to New York after an 11-week trip through the West and Mexico where he discussed radio campaigns for the season and took steps to expand Conquest's business.

WALLACE BOREN, since 1931 production manager of the Pacific coast division of J. Walter Thompson Co., San Francisco, has been transferred to the agency's Chicago office. He is succeeded by Harrison T. McClung of the agency's Chicago office.

TRACY MOORE, formerly on the sales staff of KWG and KEX, Portland, Ore., has joined the commercial department of NBC in San Fancisco. Another addition to the NBC sales department is Clyde Coombe, who was associated with RCA in San Francisco.

TED CATE, radio department head of The Mayers Co., Los Angeles agency, returned to his desk late in October after an illness of three weeks.

DURKEE FAMOUS FOODS, Inc., Elmhurst, N. Y., has appointed Federal Advertising Agency, New York, to handle its advertising. J. F. O'Brien is the account executive.

GRAYBAR, Inc., New York (toilet preparations), has placed its advertising with H. E. Lesan Advertising Agency, New York.

DETROIT WHITE LEAD WORKS, Detroit (paint, varnish and lacquer), has placed its advertising account with Erwin, Wasey & Co., Chicago.

PLEWS PUFFED PRODUCTS Corp., Buffalo (Oat Puffs) has appointed Addison Vars, Inc., Buffalo, to handle its advertising account. Radio with other media will be used.

WESSON OIL & SNOWDRIFT Co., New Orleans (salad oil and shortening), has appointed Calkins & Holden, New York, and Fitzgerald Advertising Agency, New Orleans, to handle its advertising account jointly.

VALIER & SPIES MILLING Co., St. Louis, has reappointed the Gardner Advertising Co., St. Louis, to handle its advertising account.

HILLS BROS. Co., New York, has named Charles W. Hoyt Co., Inc., New York, to handle its advertising on Gingerbread Mix.

SANUS RESEARCH Laboratory, Chicago (Sanus soap), has placed its advertising account with McGiveran-Child Co., Chicago.

A. NASH Co., Cincinnati (direct ing tailors), announces the appo ment of Keelor & Stites Co., Cin nati agency, as advertising couns

WESTERN STATES GROCE Co., Oakland, Calif. (Brown Be beer), has appointed J. Walter Th son Co., San Francisco, to handle advertising. Harlan Smith is account executive.

FOLEY & Co., Chicago (Fo Honey and Tar), has appointed W & Lowell Co., New York, to ha its advertising.

I. J. GRASS NOODLE Co., Chicago, has named Chas. A. Sc & Co., Chicago, to handle its ad tising.

LYNN PRODUCTS Co., Inc., L Mass. (oil heating appliances), placed its advertising account w Harry M. Frost Co., Boston. H. M. Frost is the account executive.

SCHREIBER BREWING Co., B falo, has placed its advertising w Finley H. Greene Advertising Age Buffalo. F. H. Greene is the acco executive.

EASYHOLD TRUSS Co., Kan City, has placed its advertising a count with Potts-Turnbull Co., K sas City.

F. C. TAYLOR FUR Co., St. Lo has named Budke-Connell Adverti Agency, St. Louis, to handle its adv tising.

CHEF BOIARDI FOOD PRO UCTS Co., Cleveland, has appoint H. W. Kastor & Sons Advertising Chicago, to handle its advertising.

RUSSELL MFG. Co., Middleto Conn. (Rusco brake lining), h placed its advertising with Chas. Hoyt Co., Inc., New York.

KRUEGER, GOTTFRIED BRE ING Co., Newark, has named Biow Co., New York, to handle advertising. George Brown is the count executive.

Corn Products to Sta Gump Family on the Ai

"THE GUMPS," Sidney Smith famous cartoon family syndicat to many newspapers by the C *cago Tribune*, will be brought radio in script form Nov. 5 wh Corn Products Refining Co., Ne York, presents them in a ne series on 19 CBS stations, Mo days through Fridays, 12:15-12: p. m. The sponsor will advertis Linit, Karo, Mazola and Kre-Me in the new program. One broa cast each week will originate the studio in "America's Litt House," New York's model demo stration home built by CBS in co operation with Better Homes America, Inc. Himan Brown, au thor of the "Marie, the Litt French Princess" series, write and directs the program. Accou is handled by E. W. Hellwig C New York.

New Agency Manager

JOHN WHEDON, nationall known advertising executive, ha been named manager of the San Francisco office of Lord & Thomas succeeding Karl C. Ingram, re signed. The appointment is effe tive Dec. 1. Ingram, former ad vertising manager for the South ern Pacific Railway, will shortly establish his own agency in San Francisco, handling radio, sale promotion, advertising and public relations. Whedon has been in charge of Pacific coast advertising for *Good Housekeeping* for 1 years, and more recently for all Hearst magazines.

NOW . . .

We are pleased to announce the appointment of

FREE & SLEININGER, INC.

AS

OUR EXCLUSIVE REPRESENTATIVES AND EXTEND TO ADVERTISERS THE NEW MERCHANDISING SERVICES OF THIS NATIONWIDE ORGANIZATION

KFWB

LOS ANGELES

Owned and operated by
Warner Bros. Motion Picture Studios
Hollywood, California

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

ANA Will Discuss Radio Advertising

RADIO will play an important part in the 25th annual meeting of the Association of National Advertisers to be held Nov. 19-21 in Atlantic City, according to an announcement by Paul B. West, ANA managing director.

The chairman of the program committee is Robert J. Flood of the Gulf Refining Co. In discussing plans for the meeting he said that the first day and a half will be open only to members of ANA and other invited non-member advertisers. Beginning with the luncheon Nov. 20, the meeting will be open to invited agents, publishers and others, as well as the banquet that evening.

Among other topics to be discussed, said Mr. Flood, will be sales promotion, copy-testing, direct mail and business papers. The study on agency compensation which has been directed by the association will have an important place on the program.

Others on the program committee, in addition to Flood, are: Arthur K. Barnes, Armstrong Cork Co.; Robert D. Black, Black & Decker Mfg. Co.; A. O. Buckingham, Cluett, Peabody & Co.; T. L. Burch, Borden Sales Co.; W. J. Daily, General Electric Co.; R. T. Ellis, Du Pont Viscoloid Co.; Hart Johnston, The Wander Co.; Turner Jones, Coca-Cola Co.; W. H. Leahy, Dennison Mfg. Co.; Ralph Leavenworth, Westinghouse Electric & Manufacturing Co.; Geo. A. Mott, Zonite Products Corp.; Ben N. Pollak, Richfield Oil Corp. of New York; Arthur H. Reddall, Equitable Life Assurance Society of the U. S.; William Reynolds, Electrolux Refrigerator Sales, Inc.; Paul Ryan, Shell Petroleum Corp.; J. A. Spooner, The Viscose Co.; and Robert F. Wood, Autocar Co.

Conti Starts Series

CONTI PRODUCTS Corp., New York (Conti soaps and olive oil) on Oct. 15 started a thrice weekly morning series of 5-minute WBS daily program service units on three stations in a new 13-week campaign. Stations are WBAL, Baltimore; WCAU, Philadelphia, and WEEI, Boston. Account is handled by Henry S. Howland, Inc., New York.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

For Example—

Two weeks of spot announcements on a WBNX Foreign Program successfully introduced a biscuit in New York—the "toughest" market in the world!

LET US TELL YOU THIS STORY IN DETAIL

WBNX • New York

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

Bond Electric Corp., Jersey City, N. J. (flashlights and batteries).
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap).
Lewis Hotel Training School, Washington, D. C.
Olds Motor Works, Detroit.
Stanback Co., Salisbury, N. C. (headache powders).
Sun Oil Co., Chicago (gas and motor oil).
United American Bosch Corp., Springfield, Mass. (radios).

MACGREGOR & SOLLIE transcription studios in San Francisco are producing a series of programs for Associated Oil Co., San Francisco, with Gene Walker, of Associated's advertising department, in charge. MacGregor & Sollie recently put on a wire audition for the Montana Power Co., in Butte, Mont. The Montana executives wished to hear its program and make suggestions while it was being rehearsed so a loudspeaker was placed near the telephone in the studio, the program going by telephone to the utility's offices.

LA SALLE Extension University, Los Angeles division, has recorded a series of 5-minute "success stories" programs placed through the Los Angeles office of Emil Brisacher & Staff to KYA, San Francisco; KMJ, Fresno, and KFBK, Sacramento. Transcriptions were produced at Recordings, Inc., Hollywood. Sponsor also uses KFWB, Hollywood, for similar series once a week for "in the flesh" broadcasts of dramatizations.

Second Radio Playhouse In New York City for CBS

A SECOND Radio Playhouse has been added to the CBS studio line-up in New York for the fall and winter season. The new unit formerly was the Avon Theater, just off Times Square, and will be known as the Columbia 45th St. Radio Playhouse. It will be used for several big commercial programs and will seat 750 persons.

All microphones will be of the velocity or "ribbon" type and there are 13 permanent outlets. The stage is 30 x 36 feet and the proscenium is 24 feet high. The stage box at the right of the auditorium has been remodeled into a control booth and the box on the left has been converted into a client's room. In the control booth are a console type mixer and control cabinet with independent controls for eight microphones, with complete switching facilities for broadcasting and monitoring and central house for a "house" telephone system.

A cathode ray oscillograph enables the engineer to check sound volume and sound visually and a high-fidelity receiver permits a check of broadcast quality from network units. The studio is of the "live end, dead end" type, with the stage "live" and the auditorium "dead."

CHANGES in the NBC central division at Chicago, include a shift of the production and continuity departments, with new compartments in both offices. Maurie Wetzel, as supervisor of announcers, has been given a compartment in the announcers room.

Keeping Good Company at

WGST

ATLANTA

Partial List of National and Local Advertisers Now Using This Station

Ford Motor Co.	Shell Oil
Chesterfield	Cocomalt
Studebaker	Vick Chemical Co.
Wrigley	Hill's Nose Drops
Philco	Acme Lead
Seiberling Tires	Feenamint
Camel Cigarettes	Old English Floor Wax
Campbell Soup	Foot Saver Shoes
Libby, MacNeil, Libby	Borden
Canova Coffee	Chevrolet
Bond Electric Co.	Family Finance
Woodbury Soap	Beaudry Ford
Gulf Refining Co.	Bromo Quinine
Time Magazine	Capudine
Castoria	Terraplane Dealer (J. W. Goldsmith)
Grapenuts	

Lane Drug Stores

PAUL H. RAYMER

Representatives

NEW YORK • CHICAGO • SAN FRANCISCO

PROGRAMS

that

MERCHANDISE

PRODUCTS

Our service is meeting with more than one "open arms" reception by advertising agencies and radio stations!

We operate confidentially as part of their own organization, for leading advertising agencies and radio stations throughout the country!

Programs are built by PROFESSIONAL SHOWMEN! They are "passed on" by experienced advertising men before leaving our studios!

An impartial service based upon the needs of THE ADVERTISER!

Musical—Comedy—Dramatic—Children's Programs—over 200 Flesh and Transcription* Productions ready for immediate broadcasting.

**Representing MacGregor & Sollie; Standard Radio Advertising, and Radio Production Transcriptions in New England and upper New York State.*

Equipped to record New England programs from "off the air" for filing and checking purposes!

Serving National Advertisers desiring spot broadcasts. . . . Radio Station Representatives and New England's Largest Radio Program Organization

KASPER-GORDON

STUDIOS

140 BOYLSTON ST.

BOSTON, MASS.

2 GIANTS

CBS AUTOMOTIVE ACCOUNTS—*Fall of 1934*

CHEVROLET
Isham Jones and His Orchestra
Tuesday 9:30-10:00 P.M.

FORD
The Ford Symphony Hour
Sunday 8:00-9:00 P.M.
Fred Waring's Pennsylvanians
Thursday 9:30-10:00 P.M.

GULF REFINING
Will Rogers
Sunday 9:30-10:00 P.M.

SHELL OIL
Eddie Dooley
Thursday—Friday—Saturday
6:30-6:45 P.M.
Red Grange
Thursday—Friday—Saturday
6:30-6:45 P.M.

SOCONY-VACUUM
Soconyland Sketches
Saturday 7:00-7:30 P.M.

STUDEBAKER
The Studebaker Champions
Saturday 9:30-10:00 P.M.

THE LARGEST RADIO BROADCASTING NETWORK IN THE WORLD

SHAVE JOINED FORCES

MOTORCAR AND RADIO—15,000,000* U. S. FAMILIES HAVE BOTH—AND TWO MARKETS LOCK INTO ONE

Every second family in America now owns an automobile and a radio. 15,000,000 families with money to spend, and spending it. Buying more than 7 out of 10 of all new cars. Buying more than 1,500,000 extra radios to put directly into their automobiles—locking market and medium still tighter • Here is the richest market in America, and an advertising medium, machined to fit each other • How to put them together? One comprehensive campaign over the world's largest radio network will do it—at less cost than in any other way • A specific study has shown that one automotive program on the Columbia Network reached 12,265,000 homes in only 5 months of broadcasting. Details available on request.

*18,500,000 families have radios and 20,000,000 passenger cars are registered in the United States

COLUMBIA BROADCASTING SYSTEM

OFFICES: NEW YORK • PHILA. • CHICAGO • WASHINGTON, D. C. • LOS ANGELES • DETROIT

XUM

80% LISTENED TO THIS LOCAL PROGRAM

A Louisville agency, telephoning at random through the directory, recently found that 80% of all the people called were listening to their "Down on the Farm" program for Honey-Krust Bread (Station WAVE; local).... Of course, Station WAVE only reaches about a million or so people hereabouts. But 80% of a million birds in the hand are better than *lots* of millions in the bush!

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

STUDIO NOTES

THE EVENING "news editor" program of WSGN, Birmingham, has been expanded into a half-hour feature. Opening with a newsboy calling big headlines of the day, flashes are introduced in sections of local, national, Washington, foreign and state news, each having a different voice. A nightly editorial on some pertinent local topic follows. Other features have included theatrical criticism, an inquiry into high milk prices, local political gossip and interviews with persons involved in the news. Four other news programs are given each day.

ANNOUNCERS' frequent lack of technical football knowledge has been overcome in gridiron programs by WHBY, Green Bay, Wis., by the expedient of putting Verne Lewellen, grid pro, at the mike. He played seven years with the Green Bay Packers and was chosen for the All-American pro team.

THE ONLY PROGRAM on the air designed exclusively for teachers is said to be the "Teachers College of the Air," presented from WSM, Nashville, by the National Life and Accident Insurance Co., in collaboration with George Peabody College for Teachers. It goes on the air every Friday at 9:30 p. m.

WDRC, Hartford, Conn., started operation of its new Western Electric 5,000-watt transmitter Oct. 14 with 2,500 watts daytime, 1,000 watts night. Station engineers installed the equipment.

WTCN, Minneapolis, is letting the public participate in its "Woman in the Shoe" program and big crowds are taking part. More than 1,000 children and grownups jammed the studios Oct. 19 during the birthday party.

Australia From An Auto

FROM the front seat of an auto in Schenectady, N. Y., Chester H. Lang, publicity manager of the General Electric Co. and president of the Advertising Federation of America, chatted with Sydney, Australia, 10,000 miles away. Mr. Lang was scheduled to talk in an experimental short-wave test with Australia. Not scheduled, however, was the extra nap he took that morning. Notified that the GE publicity executive would be late, radio engineers sent a police car after him and he started his scheduled talk on the way to the station. Four different short wave circuits were hooked up for the two-way conversation with Sydney.

WMAZ, Macon, Ga., is creating a little "Radio City" on the land recently purchased for its new 1,000-watt transmitter. A vertical tower radiator will be installed and the transmitter building will be modernistic style in marble and stone tile. With its new power, WMAZ will move from the Mercer University campus, where it has been located since 1922, to Georgia Place, 3 miles northwest of Macon. An RCA Victor Class B transmitter is being assembled by George P. Rankin, Jr., chief engineer. Construction began Oct. 22.

WHEN "Shipwreck" Kelly, flagpole sitter, climbed a flagpole 35 feet above the Kelly Clothing Co. building in Kansas City, he took a WHB microphone with him and was interviewed each day by Jack Todd, WHB program director. Listeners asked questions by submitting them to the store, furnishing a commercial tie-up.

"THE MICROPHONEYS," the only radio press agents play organization in the United States, has been organized in San Francisco for radio press agents who serve western networks from San Francisco. Members include Edward V. Murphy, KJBS, San Francisco, and KQW, San Jose; Richard Holman, KYA, San Francisco; Milton Samuel, KPO, San Francisco; Lloyd E. Yoder, NBC western division press chief, and David H. Glickman, KFRC, San Francisco.

WHEN NEW ORLEANS universities refused to let WSMB broadcast home-town grid games, the station got sponsorship for a play-by-play account beginning 15 minutes after each Tulane game is over. Two sports announcers handle the game, one writing and the other calling the plays.

WBIG's "Man in the Street" program, a feature at Greensboro, N. C., is proving one of the most popular features of the station. The inquiring microphone period is directed by Easy Jones, who gives a theatre pass to each person answering a question.

"GOING FORWARD With Rapids" is the title of a bi- community program over K Cedar Rapids, Ia. The program cooperative and participating, co ing of one-hour shows with occ guest soloists and prominent speakers. A contest is included cash prizes to listeners who correct answers to questions sponsors.

PREVENTED by the Univers Nebraska from broadcasting the Nebraska football game, K Cedar Rapids, Ia., interested a sponsor and presented telegraph ports in a hotel ballroom. The fe was presented from the K studios with appropriate sound ef After the game the program w peated on the air for the same sp

FIRE Prevention Week in O was the signal for a novel pr from KNX, Hollywood. Remote trol was effected from the centr station with Inspector Emery microphone. With the sounding first alarm, all department mech signals and verbal orders were cast to acquaint the public wit department methods.

WAVE, Louisville, remained air the entire night Mrs. Ber Stoll was kidnaped, and Wilbur son, chief engineer, slept at the every night for nearly a week ticipation of a call announcing tion of the case. WAVE fac were placed at the disposal Stoll family in contacting the napers.

WHAM, Rochester, again will up Rochester Philharmonic mu for NBC, starting Nov. 15 from to 4 p. m. When the Philhar is not on the air Thursdays, the will be filled by ensembles fro Eastman School of Music.

C AND O

CHESAPEAKE and OHIO

IS ONE RAILROAD

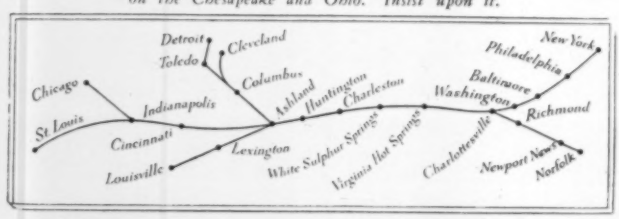
that believes in Radio!

We use radio daily to broadcast the unusual comfort of our genuinely air-conditioned trains. We provide radios in our lounge cars for passengers' entertainment. And we think that you will have sound reason to believe in Chesapeake and Ohio. Genuine air-conditioning—with fresh, clean, mild air in constant circulation—is only one of its many advantages. Beautifully designed interiors . . . low prices for the finest foods . . . comforts that remind you of an exclusive club—are some of the other features that distinguish the finest fleet of trains in the world. No extra fare.

THE GEORGE WASHINGTON
THE SPORTSMAN THE F. F. V.

The finest fleet of genuinely air-conditioned trains in the world

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.



CHESAPEAKE AND OHIO

Statement of Ownership, Management, Circulation, etc., Required by the Act of Congress of March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1934.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared F. Gaither Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—MARTIN CODEL, Washington, D. C.
Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—J. FRANK BEATTY, Silver Spring, Md.
Business Manager—F. GAITHER TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgage or other securities are: (If there are none, so state.) None.

F. GAITHER TAYLOR

Sworn to and subscribed before me this 2nd day of October, 1934.

JULIE M. MAYER,
Notary Public
(Seal)
(My commission expires July 15, 1935.)

ISE AND SHINE," described as eye-opener for business men and men, is the newest program at M, Nashville. It is an hour riety show with 25 or 30 artists m the staff participating. The gram is strictly informal, amount- to a family party. After the me, a good cheer orchestral num- follows, then morning devotional, s, weather and information are in- ded.

W to Arkansas is the broadcast- of football games played in other es by the University of Arkansas. programs, by remote control, are nsored by the Lion Oil Refining El Dorado, over KARK, Little k.

NIVERSITY EXPLORER," long NBC feature from San Francisco, s to switch Oct. 29 to the Don Lee- S network with eight outlets, ac- ding to C. Ellsworth Wylie, man- r of KHJ, Los Angeles. The new n will bring in other programs m the University of California, rkeley, and U. C. L. A., Los geles.

E OF THE LONGEST sponsored grams ever carried by WHO, Des ines, is its new Musical Clock ies, 75 minutes, daily except Sun- , for the Katz Drug Co., Kansas y.

B, San Diego, Calif., has started a program called "Along the Air- s," presenting daily at 3:15 p. m. ive-minute resume of programs to heard later in the day, with special ment on features, artists and mbnail sketches of CBS personali- . Arthur Linkletter announces d produces the program. Recently en the program was omitted be- se of an emergency, the switch- rd was blocked for an hour with ls from listeners who missed it.

INDY'S CABIN DOOR," consist- of songs by a colored male quar- and readings by a colored girl m the works of Paul Laurence Dun- r, Negro poet, is a new feature at KY, Cincinnati.

ROADCASTING directly from ssrooms and assembly halls, the erican Broadcasting System on tober 10 began carrying school k programs from a different school New York City each week.

No New NBC Network

O PLANS are at present under nsideration for the reconstitu- n of a second NBC network on e Pacific Coast, BROADCASTING is formed, despite rumors to the ntrary. Don Gilman, western vision vice president of NBC, has en in New York recently, but is question has not been receiv- attention in his conferences th officials at headquarters.

Auto Polish Tests

ARK CHEMICAL Co., Detroit uto polish), launched a six- gram test campaign Oct. 18 on HJ, Los Angeles, and several tions of the Don Lee-CBS net- rk. Fred M. Randall Co., De- it, handles the account. The adcast is heard for 15 minutes ursdays, 8:15 p. m., PST, under title of "The Parko Pals."

WTMJ Gets 5,000 Day

TMJ, Milwaukee, was granted an ease in day power from 2,500 5,000 watts by the FCC on Oct. marking the first such grant a regional channel, and pre- ably opening the way for sim- boosts for other regional sta- ns. Its night power remains anged at 1,000 watts.

Seek Disc Rule Changes

(*Continued from page 12*)

tious and unnecessary announcements of transcription character might force member stations to resort to dodges such as fading down music to low level for the making of commercial credits without stopping the musical selection being played. By such dodges, although repetitious announcements would be avoided, the quality and usefulness of the service would be impaired. The recording of the service upon continuous discs to avoid repetitious transcription announcements would at once raise the cost of the service fo a point where it would lose its value, it would deprive the service of its flexibility and hence reduce the total time now made avialable to member stations. Moreover it would set an example for and stimulate the practice of "dubbing," or replaying records and transcriptions into new transcriptions which might well lead to serious abuses at the hands of agencies not anxious to maintain the highest quality.

It is extremely important that fair and adequate provision be made in the Commission's regulations for the sponsoring of transcription programs of the character described in this petition. Stations depending substantially upon transcription programs are often stations which before the development of petitioner's daily program service were extensively dependent upon phonograph-records-and-announcements programs. Even with the extreme economy of the daily program service, it is true that if any handicap be placed upon the sponsors of such service, small and isolated stations may be required to give it up and return to phonograph-records-and-announcements programs. On the other hand, larger stations not so dependent, have nevertheless, in reliance upon the Commission's regulations, which in opinion of petitioner authorize the conduct of programs as described in this petition, made contracts involving a substantial series of high quality programs on behalf of sponsors who would resent any requirement for repetitious and unnecessary transcription announcement, thus endangering substantial investments.

THE OCTOBER award by *Radio Stars* for "distinguished service to radio," a medal, was presented to Jack Benny, star of the General Tire and Jell-O series, during his NBC-WJZ network programs Oct. 21.

New Radio Course

A RADIO department is being started by the New York College of Music, 114 E. 85th St., New York, according to an announcement by Carl Hein and Grace Spofford, directors. The course begins Nov. 2 with a general survey of radio as a means of entertainment and new uses for music in radio. Persons prominent in the radio and musical world will assist.

The Shell Scorecast

SHELL OIL CO., San Francisco, is staging a thrice-weekly "Shell Scorecast" on the 12 Don Lee-CBS stations. Shell stations each week give away "scorecasts" which list games of the week, Shell forecasts of results, and fan forecasts. Another column provides space for the actual score. The account is handled by the San Francisco office of J. Walter Thompson Co.

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with a population of over four million people.

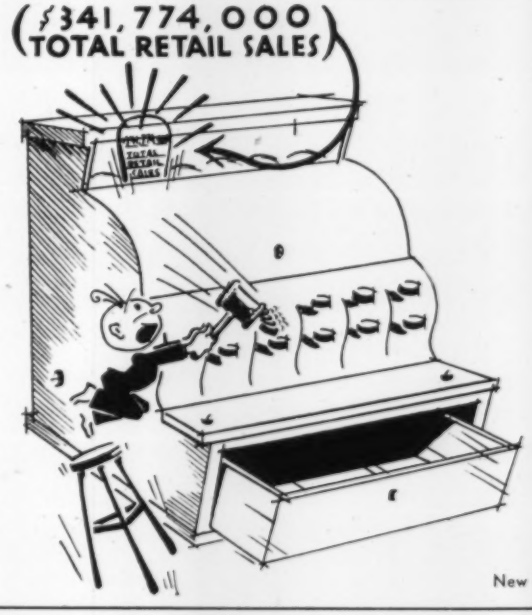
WBCM	Bay City
WFDF	Flint
WJIM	Lansing
WIBM	Jackson
WELL	Battle Creek
WKZO	Kalamazoo
WOOD-WASH	Grand Rapids
	Key Station
WXYZ	Detroit

BUY THE MICHIGAN RADIO NETWORK AND AVAIL YOURSELF OF THIS MERCHANDISING SERVICE . . . . . .

Secure all the benefits and advantages of an efficient, experienced sales organization, absolutely free! The Michigan Radio Network's merchandising service is a tested success . . . approved and used by national advertisers for over 18 months! This service available, without charge, to all program users. Write or wire for details.

RATES
$200.00 per quarter hour, evenings
$125.00 per quarter hour, daytime
Michigan's greatest radio buy!

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICH.
300 Madison Theatre Bldg.
CHICAGO: WM. G. RAMBEAU, Manager, 360 N. MICHIGAN AVENUE



FACTS!

1. KOMA carries 75% of the LOCAL BUSINESS.
2. KOMA is the only Columbia outlet serving Oklahoma with primary coverage.
3. Oklahoma City ranks high in retail and wholesale sales—and has a very high percentage of native-born white families—IT'S A GOOD MARKET!

KOMA
OKLAHOMA CITY
Member
Columbia Broadcasting System and Southwest Network
"The Southwest Network Sells the Southwest"
Exclusive National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York • Chicago • Detroit • San Francisco • Los Angeles

COVERAGE DOESN'T LISTEN

That's why, when you put your program on the air, it is audience you are primarily interested in. It's the size of the audience—the number of radio homes tuned to your program—that determines its effectiveness.

It is just as important to you to know the radio home circulation of your program—to know what you are getting for your broadcast advertising dollars—as it is to know the circulation of magazines that carry your advertising!

THE SOBY YARDSTICK OF AUDIENCE VALUE

can tell you the percentage of the total audience as well as the actual number of radio homes tuned to your program. It can tell you what you are getting for your broadcast advertising dollars—important information in these days of closely scrutinized budgets.

For information and prices write

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave.
Wilkinsburg, Penna.

Radio Program Property Rights

(Continued from page 14)

otherwise." The name, Judge Brewster held, has acquired, through the efforts of McNamee and NBC "a very substantial value, especially valuable for advertising purposes; and this definite commercial value exists apart from the services as radio announcer." In this connection he said that "rights of a pecuniary nature have been created which partake of the elements of property rights, and which will receive the protection of equity." He cited the case of the International News Service versus the Associated Press as legal precedent.

Value of Good Will

REGARDING the contention of both the Texas Co. and NBC that in publishing *"Uproars,"* the publishers will appropriate the good will which they have succeeded in creating at large expense and would also tend to impair the value of the exclusive rights they had acquired by cheapening the whole advertising program, Judge Brewster held:

"The defendants say, with justice as I see the matter, that such a use would 'detract from the unique quality and artistically complete effect of the defendant's advertising. It would tend to cause confusion in the minds of the public with respect to the relationship between the plaintiff and the defendant, and to create some degree of impression that the defendant was responsible for what the plaintiff might do.' The cogency of the argument lies in the fact that the defendants have no control by way of censorship, or otherwise, of the matter that may appear in *'Uproars.'* I have no hesitation in finding and ruling that the plaintiff is making a commercial use, wholly unauthorized, of the script and of the name 'Graham'."

While the Uproar company is not a competitor of either of the defendants, Judge Brewster held that logically the same rule would apply to one misappropriating to his own profit, and to the disadvantage of the other, rights which the latter had acquired fairly and at substantial costs. "The rendering of the performance before the microphone," he concluded, "cannot be held to be an abandonment of ownership to it by the proprietors or a dedication of it to the public at large."

Artists Service of NBC Enlarges Its Functions

EXPANSION of the NBC Artists Service, resulting in its separation into two main divisions, with D. S. Tuthill appointed sales manager to direct talent sales, was announced Oct. 27 by Richard C. Patterson, Jr., NBC executive vice president. George Engles, vice president in charge of the service under the reorganization, will acquire additional personnel to take care of the increased activity.

In addition to the talent sales division, there is also created the talent supply and management division. Effective Oct. 27, the new organization includes a band-booking division, a Hollywood office for Artists Service, and representatives for motion picture, hotel and night club booking. Under the new arrangement, Artists Service representatives also will make direct contact with advertising agencies and other clients, and a central booking office will be established within the department.

HOWARD DOYLE, of WNEW, Newark, probably is the tallest announcer in the country. Standing six feet seven, he uses a special mike stand in the studio. For remote control assignments he has the mikes placed on special platforms.

Kasper-Gordon Stu... Broadens Sales Ser... In New England S...

LARGE-SCALE expansion ... scope and activity of the Ka... Gordon Studios, Boston, ... representatives and program... ers, to embrace the sale of ... trical transcription, spot ... casting, merchandising ... and other radio functions de... to serve advertiser, agency ... station, was announced by th... ganization Oct. 29.

The company, it was anno... has obtained exclusive repre... tion of several transcription ... ducers, including MacGreg... Sollie, Inc., Standard Radi... vertising Co., and Radio P... tions, Inc. It also is start... sales force throughout the ... England territory for sa... spot broadcasts, and is arra... for client merchandising s... through the stations repre... by it.

Another phase of the exp... includes installation of equip... for recording programs "... air" as a check for advertiser... also to enable advertisers ... regional broadcasts in the ... England territory to obtain ... samples of their programs. ... service may also be used by s... as a check on themselves ... "playing back."

Coincident with this anno... ment, Kasper-Gordon stated ... it has started an intensive ... scription, as well as "flesh" ... duction sales campaign co... every national advertiser in ... England. It stated that wit... month it will announce a ... group of broadcasting acc... numbering about 20. These ... counts, it declared, already ... been sold "and await starting ... and clearance of time."

The expansion plans, acco... to the announcement, have be... the making for several mo... Their completion, it was s... will start one "of the most s... ing drives for radio ever ... taken in New England and ... New York state."

Libel Suit to Be Hear...

THE $500,000 libel suit of E... Hollywood, against the *Los Ang... Times* is scheduled to come to ... in November. Last month ... court overruled a demurrer by ... newspaper which attorneys be... will lead to an early hearing. T... ern Broadcast Co., operating K... is asking $250,000 actual dam... and $250,000 punitive damages ... alleged libel in an editorial c... menting on the KNX news bro... casts and explaining why ... *Times* had eliminated KNX ... grams from its listing.

Sir John Returning

SIR JOHN REITH, director-g... eral of the British Broadcast... Corp., returns to London f... South Africa the first week ... November, having been calle... that country several months ... to advise on the reorganizatio... its broadcasting system. A w... in *Wireless World*, of Lon... states that Sir John may sh... be appointed to a governor-ge... alship of one of the colonies ... dominions, hinting that it ... either be Canada or South Af...

It's Something
WORTH THINKING ABOUT!
MORE DETROIT ADVERTISERS PREFER CKLW

It is quite obvious that the Detroit merchants and Detroit advertisers are in a better position than anyone else to judge the value of a radio station. Detroiters know that CKLW produces more results for their dollars than any other radio station in town. THAT'S WHY CKLW CARRIES MORE LOCAL ADVERTISERS THAN ANY OTHER NETWORK STATION COVERING THE VAST DETROIT AREA! This is a fact, and we can prove it!

Member COLUMBIA Basic Network

CKLW
THE INTERNATIONAL STATION

5,000 Watts (1030 Kc.) In the Center of the Dial

Windsor Offices:— GUARANTY TRUST BLDG. Phone: 4-1155

Detroit Offices:— UNION GUARDIAN BLDG. Phone: Cadillac 7200

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

Yankee Gets News At $1,500 Weekly

Service Is Getting Fine Results, Declares President Shepard

Mr. Shepard

THE YANKEE NETWORK is spending approximately $1,500 per week in maintaining its spot news service, launched last March when the press-radio agreement became effective, and is getting excellent reaction from listeners, according to John Shepard, president.

An explanation of the scope of the service was given by Mr. Shepard in testimony before the Broadcast Division of the FCC Oct. 16 during the so-called '25 per cent" hearings. He said that to substantiate his view of the intense listener interest in news broadcasts, he instituted a telephone survey for one week last August in all cities in which the Yankee Network has affiliated stations. The survey was said to show that 67.7 per cent of all those who had radios were listening to the news broadcasts as against 32.3 per cent listening to all other stations combined.

An Important Service

"A RADIO station cannot discount its service to the shut-ins nor the blind nor to those living in rural districts," Mr. Shepard asserted. "If the facts were known news would probably be recognized as one of the most important factors in the development of a radio station.

"If the broadcasting industry is to continue to be an essential part of home life, news and its many phases, as against mere entertainment, must be a necessary part of our responsibility. As Senator Dill said in the NAB convention in Cincinnati, the broadcasting of news is the greatest single service a station can render to the people of the country."

Prior to the press-radio agreement last March, Mr. Shepard pointed out that news periods were regularly broadcast by local newspapers over Yankee Network stations, along with news flashes whenever available. "I have no quarrel with either the Press-Radio service or the stations which subscribe to it," he said, "but so far as I am personally concerned, I am definitely opposed to the broadcast of stale news.

Costly Undertaking

"WE WERE FORCED, therefore, on March 1 to set up our own news gathering organization. I think it is an obvious statement that I would have preferred not to have been forced to take this step. The arrangements preceding that date were satisfactory to the local newspapers, to the stations and I believe to the listening public. Nevertheless, the organizing of our own news gathering service has proven to be even more satsifactory from the listeners' standpoint.

"From our own standpoint, however, we have found that in order to perform an adequate service in connection with the broadcast of news has meant an average expense to us of over $1,500 per week. In addition to this regular expense we were confronted with the necessity of greatly enlarging our activity to bring to the radio audience the up-to-the-minute results of the recent Massachusetts primary, and we shall have to face the same problem again at the November elections. To do anything like an adequate job with the extra personnel, telephone lines, and other requirements in connection with the primaries entailed an additional expense of well over $1,600 and any election will be equally costly. Nevertheless, we propose to continue to give news while it is news."

A SONG OF TRAINS
C. & O. Disc Melody Was Inspired By Limiteds

ONE of the C. & O. Railway's new transcriptions, advertising the road's air-conditioned trains, created even more than usual interest at WCKY, Cincinnati, which carries the "C. & O. Musical Cocktail" nightly.

The transcription in question starts out with "The Sleepytown Express," and the announcer says: "The composer of this song must have had the George Washington in mind when he wrote it."

The C. & O. copy-writer wrote better than he knew, for Haven Gillespie, composer of the song, has lived for years two blocks from the WCKY studios and about the same distance from the C. & O. Railway tracks. Mr. Gillespie is a personal friend of L. B. Wilson, president of WCKY, and admits that the trains passing near his home inspired the song, which was a big hit just a few years back.

Five New Local Stations Given Tentative Calls

CALL LETTERS assigned five new local stations authorized during the last fortnight were announced by the Broadcast Division of the FCC Oct. 25 as follows: WMFD, Wilmington, N. C. (Richard Austin Dunlea), 1370 kc. 100 watts, daytime; WMFE, New Britain, Conn. (William J. Sanders), 1380 kc. 250 watts, daytime; WMFF, Plattsburg, N. Y. (Plattsburg Broadcasting Corp.), 1310 kc. 100 watts, daytime; WMFG, Hibbing, Minn. (Head of the Lakes Broadcasting Co.), 1210 kc. 100 watts, unlimited, and KABR, Aberdeen, S. D. (Aberdeen Broadcast Co.), 1370 kc. 100 watts daytime.

These calls were arbitrarily assigned as those next available on the list, and are subject to change upon proper application from the licensees for other call combinations which are unassigned.

A COURSE of instruction in radio advertising has been launched by the YMCA Evening School in Minneapolis, with Ward H. Olmsted, of Olmsted-Hewett, Inc., advertising agency, as instructor. To embrace the fundamentals of radio selling, the course will include classroom lectures and discussions, trips to radio studios, demonstrations of transcriptions and auditions.

Oppose Class Waves

(Continued from page 6)

Dr. Reeves explained that maximum educational benefits could not be produced when "radio is maintained for profits." Radio, he said, should be freed from the advertising influence. In this view he declared he was supported by most educators.

Chairman Gary, Vice Chairman Brown and Commissioner Sykes (chairman of the full FCC), manifestly astonished, began plying the witness with questions. Judge Sykes asked how many channels would be required for such a government network, and Dr. Reeves replied that it was a mere detail which he had not gone into. Col. Brown inquired as to the amount of money involved in the project, and the witness again waved the question aside as another detail, venturing the view that a tax on receiving sets would settle that. "Would you have the committee change with every administration?" asked Col. Brown, in referring to the proposed program control committee. The witness replied that in his personal judgment he would not.

The retraction from TVA followed prompt White House intervention.

New Towel Program

SCOTT PAPER Co., Chester, Pa., for its kitchen towels and towel holders, in October took over sponsorship of the "Al Pearce Frolic" on the NBC-KPO network for three half-hours a week. Swift and Co., Chicago (Formay shortening) retains its sponsorship of the same program for other periods. Scott, also a big spot user, contracted for 13 weeks through the Los Angeles office of J. Walter Thompson Co.

What Station will carry YOUR message to an area containing 2,314,632 people, 578,710 families, with 308,845 radio sets, whose evening time rate is only $42.50 per quarter hour?

WJBK
DETROIT

WHY BROADCAST BLINDLY?

- **is your contemplated program suited to your product?**
- **will your program have audience acceptance?**

Don't broadcast blindfolded — Don't guess — Select a program suited to your product. Use only tested acts. Let KMBC show you the proof before you buy. For your convenience, the following programs are recorded for audition. Hear them—Avail yourself of this new service.

PHENOMENON
HAPPY HOLLOW
TEXAS RANGERS
GOOPY GEER
THOSE McCARTY GIRLS
MIDWESTERNERS
MUSICAL SALESMEN
KID BROTHER
BETWEEN THE BOOKENDS
SIS MIRANDY
PETUNIA & THEODORE
TEX OWENS
PAUL HENNING

KMBC
KANSAS CITY

FREE & SLEININGER, Inc., National Representatives
NEW YORK . . CHICAGO . . DETROIT . . DENVER . . SEATTLE
SAN FRANCISCO . . LOS ANGELES

RADIO OUTLINE MAPS of the United States

Every city in the U. S. having a radio station as of August 15, 1934, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11¼ inches, printed on white ledger paper that permits the use of ink without smudging.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
Single Copies	10c

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

Reaching the Wealthy Via Radio

(*Continued from page 9*)

answering the question specifically in the case of Chesterfield:

"We must turn to the publication field—and its own research—for corresponding data. And let's take the best, not just the average, of all the ads in all the leading weeklies.

"The 'most effective' full-page advertisements were found to be read in only 7 to 9 per cent of the total copies printed (study published by *Liberty Magazine*, done under the observation of the Association of National Advertisers). And these figures include copies in which the ads were either partly or wholly read.

"But let's be generous. Let's admit that 'still more effective' full-page ads can be written—although that study covered thousands of pages in several weeks of consecutive issues. To make liberal allowance for still more effective copy—let's increase the figure to 15 per cent—let's assume that an exceptional full-page ad will be read in 15 per cent of all the copies of a magazine. Then what?

"Then, if 3,000,000 copies of that magazine are published, the ad will be read in 450,000 of those copies. Counting three readers per ad—the advertiser gets a net circulation of 1,350,000 actual readers of all or part of his message.

"Now assume that the advertiser reached a different 15 per cent of the magazine's readers every week (not as a real, but as a mathematical possibility). It would take him seven consecutive insertions to reach all readers. That would total something over 9,000,000 readers—but he would thus far have reached all of them only once. And where does he go from there?

"He cannot extend his total circulation very much because 90 per cent of it is usually fixed among regular readers or subscribers. With 10 per cent new or different readers every week he could reach (in another 10 weeks) an additional 9,000,000 readers—if, by some strange phenomenon, he never reached the same reader twice. And then what would he have? In four months his advertising message would have been delivered to 18,000,000 people—one time each. Or (following more reasonable laws of probability) to 9,000,000 people two times each, or 4,500,000 people, four times each.

"In the same length of time—four months—the Chesterfield program told its story to 36,000,000 people—an average of ten times each."

Some Conclusions

THE CONCLUSIONS to be deducted from the analysis are:

"1. Radio programs can be built to attract an audience in upper income levels as readily as in the lower levels.

"2. Such programs can command a concentration of listening in the upper income levels without sacrificing the broad base of their appeal to homes of average and less-than average incomes.

"3. A single network advertiser, with this type of program, can penetrate top income levels most deeply, bottom income levels least deeply, and score increasing penetration in each ascending income level.

"4. Even with a 'selective' program keyed to a selective audience, it is possible for an advertiser, in a few months of CBS broadcasting, to reach two out of three of all radio homes in all income levels, or 36,000,000 listeners, while he reaches three out of four of all radio homes in the upper income levels."

And finally:

"The actual coverage achieved—the cumulative job done—by a specific program cannot be measured by determining the size of its audience on a single broadcast, but must be expressed in multiples of that audience, which are apparently limited only by the appeal of the program and the cycle of the broadcasting."

Accounts in Offing For ABS Network

Completes Fortnight of Operation; Rate Card Announced

MAINTAINING its policy of minimum ballyhoo about its activities, American Broadcasting System completed its first fortnight of operation without any radical departures in chain broadcasting. No announcements had been made of the signing of commercials, but several accounts were said to be in the offing.

The ABS rate-card, effective as of the opening date on Oct. 14, offers the total basic network embracing 14 markets as far west as St. Louis at a cost of $2,480 per hour night, and the complete network comprising three additional markets, at $2,760. The half-hour basic rate is $1,560 and the quarter-hour rate $965. For the full network the half-hour rate is $1,740 and the quarter hour $1,073. The day rates are one-half of the night quotations. Cities in the basic group are New York, Boston, Providence, Philadelphia, Baltimore, Washington, Pittsburgh, Buffalo, Cleveland, Detroit, Cincinnati, Chicago, Rock Island-Davenport and St. Louis. The supplemental cities are Waterbury, Conn., Trenton, N. J., and Wilmington, Del.

Albany Outlet Sought

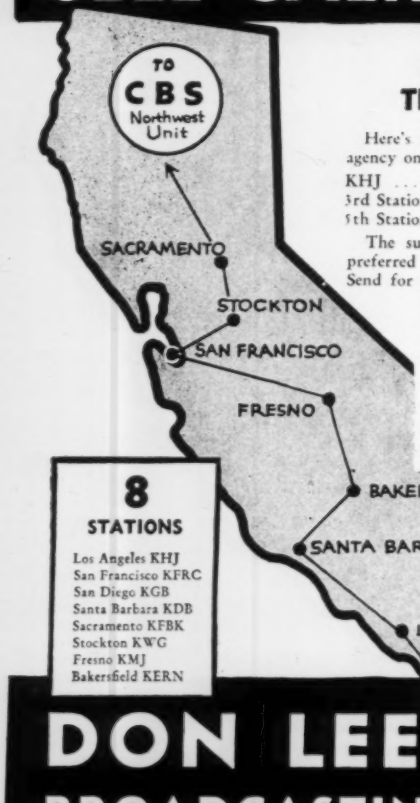
THE WATERBURY station, using the call W1XBS, joins the network Nov. 2. The station is one of the new "high-fidelity" outlets recently licensed to operate in the newly opened 1500-1600 kc. band. Negotiations also were going forward for an affiliation in Albany with WGLC, local outlet being moved from Hudson Falls, N. Y. The station is controlled by Harold Smith, general manager of WOKO, Albany, and the call probably will be changed to WALB upon removal.

ABS and WFBE, the Cincinnati outlet, were saluted by WCKY, Cincinnati Oct. 13, the night preceding the dedication of the network. In a half-hour program, WCKY called attention to the opening of the network. L. B. Wilson, WCKY president, declared during the program that the "third network" would afford listeners an even greater selection of first-class programs. All five of Cincinnati's stations, he brought out, now are affiliated with networks. He also paid tribute to George B. Storer and Fred Weber, ABS president and vice president, respectively.

New Wine Account

K. ARAKELIAN, Inc., New York City, handling the products of the Madera Winery, Madera, Calif., will go on WNEW, Newark, Nov. 5 to advertise its Madera wines, brandy and vermouth. The Newark station will be used nightly from 10 p. m. to 4 a. m. beginning Nov. 5. Hudson Advertising Co., New York, William Saul account executive, is handling the account. Philip Frank, advertising manager of K. Arakelian, Inc., announces the use for tie-in purposes of direct mail and the distribution of the Madera Recipe Book, featuring the use of wines in cocktails, with the meal and in cooking.

SELL CALIFORNIA



8 STATIONS
Los Angeles KHJ
San Francisco KFRC
San Diego KGB
Santa Barbara KDB
Sacramento KFBK
Stockton KWG
Fresno KMJ
Bakersfield KERN

Sell Your Product Through the Children

Here's a survey made by a leading advertising agency on the radio preference of children:

KHJ	45%	2nd Station	21%
3rd Station	14%	4th Station	12%
5th Station	4%	6th Station	4%

The survey also shows the type of programs preferred and the favorite programs of the group. Send for this important report.

If you want to sell the Coast or any part of it, wire or write for information

DON LEE BROADCASTING SYSTEM
C. Ellsworth Wylie
General Sales Manager, Los Angeles
7th at Bixel Street, Los Angeles
•
1000 Van Ness Avenue, San Francisco

DON LEE BROADCASTING SYSTEM

WMCA
NEW YORK

"Without using any other form of advertising (than WMCA) in the metropolitan area, we have secured complete distribution, and what is more important, repeat orders are coming in consistent volume."

(*Name on request*)

FEDERAL BROADCASTING CORPORATION

Canadian Stations Seek Inquiry Into Copyright Society

Newspapers Hit Alleged Entry of CRC Into Sponsored Field

By JAMES MONTAGNES

TWENTY-FIVE petitions from Canadian broadcasters, six affiliated with the Canadian Radio Commission's chain and 19 independent, were received late in October by the Hon. C. H. Cahan, Dominion Secretary of State, asking that a royal commission be appointed by the Canadian government to investigate the copyright situation created by the Canadian Performing Rights Society.

Extortionate rates and the altering of the schedules of rates periodically are among reasons cited by the broadcasters in asking the government to investigate the society. The radio stations would like some stability in the rates and limitations. Some of the broadcasters claim that none of the money collected in fees remains in Canada, but goes to the parent society in Great Britain. It is also claimed that some composers represented by the society receive little if any benefit from the organization's activities.

The royal commission which the broadcasters urge would submit a report on which the Canadian government could base regulatory powers over the society, and the fees which can be charged. Such regulations would apply to all Canada, but since each province has its own legal machinery there may be some trouble encountered in passing such regulations. The Quebec courts recently ruled that the Radio Commission's Montreal stations had to pay the rates charged by the society, establishing the rights of Quebec provincial jurisdiction in such cases. It will require combined action of all the provincial governments to enforce such regulations as a royal commission may recommend.

* * *

CANADA'S Radio Commission and the Canadian Daily Newspapers Association had a little scrimmage towards the middle of October when the newspaper organization at its semi-annual meeting at Toronto adopted a resolution protesting against a report that the Radio Commission was entering the sponsored advertising field. The Commission through Chairman Hector Charlesworth, denied that it is going into the advertising field through its radio stations, but the newspapers still claim that some of the members of the association owning radio stations have correspondence that the Commission was contemplating sponsored programs.

The newspaper association also was of the opinion that the Commission already had too wide powers, bordering on monopoly, and that if it went into advertising programs it would be in a position to do so on a chain basis. Telegrams of protest were sent to the Commission, the Prime Minister and the Minister of Marine, under whom the Radio Act is administered. A body of four representatives headed by W. J. J. Butler, president, was appointed to go to Ottawa to interview Premier Bennett on the subject.

The resolution read: "The Canadian Daily Newspapers' Association most emphatically and unanimously protest against the recently announced policy of the Canadian Radio Commission in entering the field of nationally sponsored radio advertising program, and in so doing invading with governmental endorsement and public funds the advertising field. The Radio Commission being entirely maintained by public funds, is not empowered to seek revenue from national broadcasts involving the diversions of advertising appropriations."

RADIO SCHOOL-BELL
355,000 Pupils Hear State-wide Program in Washington

MORE THAN 355,000 public school students in the state of Washington heard an educational broadcast, "The School Radio Call," which originated Oct. 9 in the studios of KJR, Seattle. The program was conducted by the schools under the direction of N. D. Showalter, state school superintendent.

Each of the 39 county superintendents arranged for installation of radio sets in the 3,669 schools. Cooperating were Parent-Teacher association members, numbering 38,000. The program was produced entirely by students. Addresses were made by Gov. Martin and Dr. Showalter. A 78-voice choir, a 47-piece band and 100 other students took part.

Operating Staff Named For WOC at Davenport

JAMES CLARK, formerly promotion manager of KPRC, Houston, Texas., and also connected with WKY, Oklahoma City and the Southwest Broadcasting Co., has been named manager of WOC, which will go on the air from Davenport, Iowa, Nov. 11 following purchase by the Palmer School of Chiropractic, Davenport, of KICK, Carter Lake, Iowa.

Studios of the original WOC, which later became part of WOC-WHO, Des Moines, are being remodeled by D. D. Palmer, vice president of Palmer School and president of Central Broadcasting Co.

Clark S. Luther, formerly of the WHO commercial staff, will be WOC's sales manager. Morgan Sexton, associated with WOC for five years, has been named program director. Ray Stauffer will be chief engineer.

The Des Moines station will return to its original call letters, WHO, when WOC goes on the air as a CBS outlet. The Central Broadcasting Company, operating WHO, will not manage WOC but the stations are under the same ownership. WHO is expected to provide steady reception to Davenport, Muscatine and Rock Island, which are said to have been outside the primary coverage areas of both WHO and Chicago stations. WOC will operate with 100 watts power on 1370 kilocycles, unlimited.

Advertisers Are Urged To Keep Up With Times

Mr. McIntire

ADVERTISING is failing to keep pace with changes in the business structure, according to Allyn B. McIntire, president of the Association of National Advertisers, in an address Oct. 18 before the annual meeting of the Audit Bureau of Circulation in Chicago. Instead of contributing to business progress, said Mr. McIntire, advertising is blocking it. However, he finds a quiet determination among advertisers to increase the effectiveness of advertising, a tendency in which he sees much reason for optimism.

He voiced pleasure at the decision of broadcasters to join hands with A. N. A. and A. A. A. A. to see if a method could be found to measure effectiveness of radio. Referring to this decision and to the similar action by outdoor advertisers, Mr. McIntire said publishers also must supply a way of measuring advertising effectiveness.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

Dominant in
TACOMA-SEATTLE Market
KVI
TACOMA, WASHINGTON
Puget Sound Broadcasting Company
INCORPORATED
1000 WATTS 570 KC.
Ask your retailers here what they think of this pioneer Columbia Station

WKBF
IN THE GREAT
HOOSIER MARKET
INDIANAPOLIS
Local or national . . . in Indianapolis WKBF *does the job* . . . and does it so well that it carries most of the local radio advertising accounts, and an ever-increasing majority of national spots.
D. E. "Plug" Kendrick
Vice-President and General Manager
L. L. "Jake" Jaquier
Commercial Manager
THE ONLY
NBC OUTLET
IN INDIANA
Covers THE NATIONS
13TH RETAIL MARKET

K
COMPLETE N. B. C. SERVICE
KOY
25,000
WATTS
TULSA, OKLA.
The Most Powerful
Station between
St. Louis,
Dallas and Denver

Department Store Uses Humor in Spot Program And Finds That It Pays

IT PAYS to pun, especially when the puns are part of commercial announcements. That is what Miss Marion Morris, of the radio division of Dey Brothers Department Store's advertising department, found out in checking on results from their 15 minutes in the "Top o' the Morning" program over WFBL, Syracuse.

The program consists of musical transcriptions, with Ted Doolittle, master of ceremonies, using gags, patter, and humorous kidding of merchandise instead of the straight commercial copy. Because this was Dey Brothers' first venture into humor in advertising during its four years on the air, they were anxious to check the response.

Although the program had been on the air only a short time, Miss Morris found that it was selling merchandise. She learned that the audience was much more receptive to humorous commercial continuities than the straight type. The kidding is not destructive, but consists of puns and imaginative histories of articles.

The program also includes a club. Listeners who send in their names and addresses receive membership cards. These are numbered, and each morning a "special" is offered to different groups; for example, those holding cards with serial numbers from 1 to 50. These cards entitle members to 20 per cent off on the "specials."

New Studios for KDKA

WHEN KDKA, Pittsburgh, presents a special program on the night of Nov. 2 it will celebrate two events—the 14th birthday of the "world's pioneer station" and the opening of KDKA's new studios in the Grant Building. The studios occupy the entire third floor of the 37-story building and will be opened Nov. 2 by officials of NBC, Westinghouse, newspapermen and invited guests. The studios will be opened to the public Nov. 12. Two large studios will accommodate symphony orchestras and will provide facilities for visitors to watch. In all there are five studios and 22 offices.

Merchandising Program Staged by Shell Oil Co. For Grange Homecoming

SHELL PETROLEUM Corp., St. Louis, sponsors of Red Grange's twice weekly sport broadcasts over a CBS network, took advantage of the "Red Grange Homecoming" at the Illinois-Ohio State football game in Champaign, Ill., Oct. 13, with an elaborate merchandising program worked out by Paul Ryan, Shell's sales promotion and advertising director.

Considerable publicity in the local newspapers resulted from the stunt when Grange was flown into the town by Jimmy Haizlip, assistant manager of Shell's aviation division, and met by Coach Bob Zuppke, municipal authorities, and sports editors before being paraded about the twin cities of Champaign and Urbana.

A pep meeting, at which Shell banners were prominently displayed, drew more than 10,000 students and townspeople. The ballroom of a local hotel was used as an auditorium for Grange's broadcasts, which were attended by prominent local residents, faculty members, and students of marketing and advertising. Each broadcast was preceded by an explanation of network broadcasting technique by Jean Paul King, announcer of the series, and a talk on Shell's merchandising of the radio program by Mr. Ryan.

The local newspapers, ordinarily cold to radio, mentioned both Shell and CBS prominently in front-page stories and pictures. Assisting Mr. Ryan in the arrangements were John Urice, of the J. Walter Thompson Co., and Hal Burnett, of the CBS press department.

Old Bank Profits From New Tactics

RADIO advertising offers banks a chance to obtain new business. The proof of the radio pudding is in the eating, as the 52-year-old First National Bank in Spokane has found out.

Last April 1 the bank went on the air with a weekly quarter-hour broadcast on a six-month schedule over KHQ. When the contract expired at the end of September it was renewed immediately.

A. W. Lindsay, chairman of the bank's board, says:

"While it is often difficult for a bank to place responsibility for new business, we are able to trace definite and tangible results to our radio broadcasts, and can state positively they have been the means of securing much new business for us—commercial accounts, savings accounts, loan and trust business, etc.

"We think this is the best test of advertising, and we are enthusiastic about the results radio has brought the First National."

The First National Bank's program, known as "The Romance of Achievement," features each week one prominent and successful Spokane business firm that is a customer of the bank and has grown with the bank down through the years. The life story of the firm, its achievements and the part it plays in the community are extolled, often some of the struggles of early existence or humorous incidents of the past are narrated. The program carries only one short commercial announcement which comes at the close.

Cantor on Lehn & Fink CBS Series From Feb. 3

EDDIE CANTOR, now completing his Standard Brands contract for Chase & Sanborn coffee on the NBC-WEAF network, Sunday nights, on Feb. 3, 1935, will come under the sponsorship of Lehn & Fink Products Co., New York, for Pebeco toothpaste. He will appear in a musical show on 50 CBS stations, Sundays, 8-8:30 p. m. Lehn & Fink will retain a full hour on Sunday nights, continuing its "Hall of Fame" series under a renewed contract, Sundays, 8-8:30 p. m., until Jan. 27, and on Feb. 3 shifting that show to 8:30-9 p. m., to make way for the Cantor show. The "Hall of Fame" program will advertise Lysol and Hind's cream. Lennen & Mitchell, New York, handles the account.

New Crisco Series

PROCTOR & GAMBLE Co., Cincinnati (Crisco), on Nov. 5 will begin over an NBC-WJZ network of 12 stations east of Chicago, 1:30-1:45 p. m., and NBC-WEAF network of 8 stations east of Chicago at 2:45-3, "Vic and Sade," comedy sketch, daily except Saturday and Sunday, which had been broadcast from NBC Chicago studios for the last three years by the John F. Jelke Co. (Ironized Yeast). In addition "Home Sweet Home," dramatic show, will be used on WJZ only daily except Saturday and Sunday, 2:30-2:45 p. m. The account is placed by The Blackman Co., New York.

The Only Network Station In Western Montana

KGIR BUTTE "The Voice Of Montana"

BUTTE

SILVER IS UP—
Sending
The Buying Power
of the
Western Montana
Mining Region
To a New High

**NBC will now allow you to purchase K G I R without taking any other North Mountain Station.*
SEE NBC RATE CARD 16

For increased sales *add Butte to your Western Network Program

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE KGIR MONTANA

2500 Watts Day
1000 Watts Night

NBC Western
Montana Outlet

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

Biggest Radio Schedule Of a Department Store In Northwest Is Signed

Mr. Gammons

WHAT is believed to be the largest contract signed by a department store west of Chicago was completed by the Dayton department store, Minneapolis, and WCCO for one hour, daily except Sunday, 7:30 to 8:30 a. m. A program known as the "Dayton's Musical Clock" features a character known as "Dayton's Reporter." This character shops the store during the day and gives her findings to the listeners on the next morning's program.

Earl Gammons, WCCO manager, claims the contract aggregates more than all the department store advertising of all the other Northwest stations put together. The contract started Oct. 17 to run 52 weeks. The significance of this contract dates back to the pioneering days of radio when Dayton's store opened the first Northwest radio station to go on the air.

ASCAP Answer Due Nov. 1

ANSWERS to the government's sweeping anti-trust suit against the American Society of Composers, Authors & Publishers and 130 other defendants, now are due Nov. 1 following a second extension of time to the respondents by the Federal District Court for Southern New York. Replies were due originally 20 days after the filing of the suit on Aug. 30, but an initial postponement until Oct. 22 was granted under a stipulation entered into by all parties. The usual plea for dismissal on technical grounds is anticipated, although favorable action is unlikely in a case of this magnitude.

Radio Candidate

CHICAGO'S radio fraternity is represented in the political arena for what is believed to be the first time, with Franklin C. E. Lundquist, business manager of WCFL, Chicago, running as Republican candidate for Clerk of the Criminal Court. Lundquist has been in radio since 1924 when he became musical director and secretary of the old WHT. He went with WCFL as business manager when the station was started by the Chicago Federation of Labor in 1926.

Test Is Extended

ITS TEST program having produced good results, Capudine Chemical Co., Raleigh, N. C., (medicinals) is continuing for an additional four weeks the use of the musical units from the World Program Service Library. Its 5-minute programs started the week of Oct. 8, WGST, Atlanta, five times weekly, through Jacobs, Dillard Agency, Inc., Atlanta. It is expected a national radio schedule will soon be used also.

Radio Partridge

MAINE'S partridges are taking to radio. Flying through the Bangor air with the greatest of ease, a partridge recently parked at WLBZ's control room window. There he was cornered by Oakley Veazie who brought his new pet into the news service rooms to meet the staff. Not at all taken back, the partridge looked on with interest, boldly pecked at a reporter's hands. When last seen the bird was tucked under Veazie's arms, wondering if he was a pet or makin's for a partridge stew.

WBEN News Remote

JAMES L. WRIGHT, Washington correspondent of the *Buffalo Evening News*, on Oct. 27 began the first of a series of weekly broadcasts by remote control from Washington over WBEN, station owned and operated by the newspaper. In the nature of a Washington news observer's feature, the program will be presented each Saturday 7:30-7:45 p. m. for an initial run of 26 weeks. Arthur Sears Henning, Washington correspondent of the *Chicago Tribune*, conducts a similar sustaining news broadcast over WGN, that newspaper's station, while Frank R. Kent, noted political writer of the *Baltimore Sun*, broadcasts a sponsored news feature over WBAL, Baltimore.

Feeds Three Networks

SINCE it joined the new Mutual Broadcasting System, WXYZ, Detroit, now feeds programs to three separate networks—one of them international. In addition to its functions as key of the Michigan Network, the Detroit station also originates several programs for MBS, and it carries a number of programs for the Canadian Radio Broadcasting Commission's government network. In addition to keying programs for the three chains, it also carries their features originated from other points.

Allan Jackson

ALLAN JACKSON, 35, member of the sales staff of KFWB, Hollywood, died Oct. 10 in the California Lutheran Hospital from leukemia. Services were held at the Little Church of the Flowers in Forest Lawn, Glendale, with burial in the church cemetery. Surviving are the widow and two children. Jackson had launched many commercial programs, including "The Family Circle" for Safeway Stores of California.

CAPT. LEONARD F. PLUGGE, British broadcasting executive now in this country visiting radio centers, was married in New York Oct. 25 to Miss Ann Muckleston. His firm places sponsored programs on Irish and European stations, and he is frequently heard over EAQ, Madrid short-wave station.

Here's Why

WJAS IS THE BEST DAYTIME BUY

In Pittsburgh:

The daytime power of WJAS, 2500 watts, covers western Pennsylvania, eastern Ohio and the eastern territory of West Virginia like a blanket.

Over 4,000,000 people in this great area.

Compare rates of Pittsburgh stations and you'll readily understand why WJAS is greatest daytime buy in Pittsburgh.

Greater coverage—

Greater program popularity—

More listeners per dollar.

2500 WATTS DAYTIME 1000 WATTS NIGHT

WJAS

Member Columbia Basic Network

CHAMBER OF COMMERCE BLDG., PITTSBURGH, PA.

National Representatives: RADIO SALES, INC.

We've Tried To Find a Better Term

But that old phrase, "The Garden Spot of the Country," keeps cropping up—and it's not a bad phrase, after all—especially since its truthfulness definitely has been proven.

•

For instance - -

$182,700,000 (estimated value of corn crop) augmented by $130,000,000 in corn loans and corn-hog benefits in Iowa alone—Top prices for farm produce, which is normal in WMT's area — And new highs in business and industrial districts.

•

Popularity plus throughout an area with money to spend is what WMT has to offer. The largest commercial schedule in WMT's history is the result. It's wise to investigate.

WMT

"The Voice of Iowa"

In

WATERLOO

2500 Watts Day 1000 Watts Night

600 Kilocycles

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
OCT. 16 TO OCT. 30, INCLUSIVE

Applications . . .

OCTOBER 16

WDRC, WDRC, Inc., Hartford, Conn.—License to cover CP authorizing equipment changes and increase in power.

NEW, Community Broadcasting Co., Toledo, O.—CP to erect new station 1200 kc., 100 w., D.

WTAR, Norfolk, Va.—License to cover CP authorizing equipment changes.

WPTF, Raleigh, N. C.—Modification of special experimental authorization to increase power from 1 kw. to 5 kw., change hours of operation from 11 p. m. to midnight.

KGFI, Corpus Christi, Tex.—Special experimental authorization to increase power from 100 w. N., 250 w. D. to 250 w. D. and N.

NEW, J. L. Scroggin, St. Joseph, Mo.—CP to erect new station to be operated on 1500 kc., 100 w., local sunset to midnight.

KECA, Los Angeles, Cal.—CP to move transmitter, install new equipment, increase D. power, requesting extension of time.

NEW, William B. Smullin, Salem, Oreg.—CP to erect new station 1330 kc., 500 w., unlimited time.

KID, Idaho Falls, Idaho—Modification of license to increase N. power from 250 w. to 500 w.

KSL, Radio Service Corp. of Utah, Salt Lake City, Utah—Authority to determine operating power by direct measurement.

Applications returned: NEW, Mildred English and Genevieve C. Wilson, d/b as Dallas Broadcasting Co., Dallas, Tex.—CP to erect new station 1200 kc., 100 w. D. sharing KNOW (request of applicant); NEW, H. LeRoy Miller, d/b as The Minneapolis Broadcaster, Minneapolis, Minn.—CP to erect new station 1350 kc., 100 w. D. (trans. loc. signature).

Application resubmitted: KMBC, Kansas City, Kans.—950 kc., 1 kw., auxiliary operation.

OCTOBER 17

WADC, Tallmadge, O.—Modification of CP to change equipment, extend completion date.

KADA, Ada, Okla.—License to cover CP as modified.

NEW, Leo J. Blanchard, Fredericksburg, Tex.—CP for new station 1120 kc., 250 w., sharing with WTAW, amended to 1310 kc., 100 w., specified hours.

NEW, W. Wright Esch, Daytona Beach, Fla.—CP for 1420 kc., 100 w. power N., 250 w. D., unlimited, amended to 100 w. D. and N.

KSD, St. Louis, Mo.—Modification of CP for new equipment, increase power from 500 w. N. to 1 kw. and increase D. power from 2½ to 5 kw.

KIEV, Glendale, Cal.—Modification of CP to move transmitter and change equipment.

OCTOBER 19

WQDM, St. Albans, Vt.—CP to install new equipment, change frequency from 1370 to 1390 kc., change power from 100 w. to 1 kw., make changes in specified hours, move studio and transmitter, amended to change specified hours.

WNAC, Boston—License to cover CP to increase power and change equipment.

WFBL, Syracuse—Modification of license to increase D. power from 2½ to 5 kw.

WDNC, Durham, N. C.—CP to change frequency from 1500 to 590 kc., power from 100 w. to 1 kw., install new equipment, move transmitter.

NEW, Liner's Broadcasting Station, Inc., Alexandria, La.—CP for new station 1370 kc., 100 w. D.

WSGN, Birmingham, Ala.—License to cover CP as modified to increase D. power and change equipment.

KVL, Seattle, Wash.—License to cover CP to change equipment.

Applications returned: WCOL, Columbus, O.—Modification of license to increase D. power from 100 to 250 w.; NEW, Benavides Independent School District, Benavides, Tex.—CP to erect new station 1350 kc., 110 w. D.; WPTF, Raleigh, N. C.—License to cover CP as modified.

Renewal application returned: WRBX, Roanoke, Va.—250 w. D., 500 w. N., 1410 kc.

OCTOBER 23

WOL, Washington, D. C.—Modification of CP to extend completion date.

NEW, Broadcasters of Pa., Inc., Erie, Pa.—CP for new station 1420 kc., 100 w. N., 250 w. D., unlimited.

KABC, San Antonio—To change frequency from 1420 to 1310 kc., to Dec. 31.

NEW, W. Wright Esch, Daytona Beach, Fla.—CP for new station 1420 kc., 100 w. N., 250 w. D., unlimited. Amended: to request 100 w. power D. and N. Amended: in regard to equipment.

NEW, Hazlewood, Inc., West Palm Beach, Fla.—CP for new station 1420 kc., 100 w., unlimited.

WREC, Memphis—CP to increase power from 1 kw. to 1 kw. N., 2½ kw. D., change equipment.

WHBF, Rock Island, Ill.—License to cover CP, change studio location and equipment.

WHBL, Sheboygan, Wis.—Modification of license to change from 1410 to 1300 kc., change N. from 500 to 250 w., sharing with WROK to unlimited.

WDAF, Kansas City—Modification of CP to increase from 1 kw. N., 2½ kw. D. to 5 kw., change equipment, extend commencement date to 30 days after grant and completion date to 90 days thereafter.

KRE, Berkeley, Cal.—CP to install new equipment and increase D. power from 100 to 250 w. Amended and resubmitted as to equipment.

NEW, Bellingham Publishing Co., Bellingham, Wash.—CP for new station 1420 kc., 100 w., unlimited.

KUJ, Walla Walla, Wash.—Modification of license to change hours from D. to unlimited.

NEW, Los Angeles—CP for new station 1480 kc., 100 w. D. Amended to increase power to 5 kw., unlimited, change equipment.

OCTOBER 25

W1XCW, E. J. Regan and F. A. Bostwick, d/b as Regan and Bostwick, Portable—Modification of CP for general experimental broadcast station to change frequency from 40600 kc. to 31100 kc., power from 5 w. to 20 w. and make equipment changes.

NEW, Joseph M. Kirby, Boston, Mass.—CP for new station 970 kc., 250 w. N., 500 w. D., unlimited. Amended to operate on 1120 kc.

WOV, New York, N. Y.—CP to install directional antenna and change time from D. to unlimited. Amended to unlimited time except 6 to 8 p. m.

WDRC, Hartford, Conn.—Modification of license to increase power to 1 kw. N., 5 kw. D.

WAWZ, Zarepath, N. J.—Modification of license to increase D. power from 250 to 500 w.

WROL, Knoxville, Tenn.—CP to increase power D. 100 to 250 w.

WFLA-WSUN, Clearwater, Fla.—Modification of special authorization to increase power to 1 kw. N., 5 kw. D.

KGRS, Amarillo, Tex.—Modification to change hours specified to unlimited.

NEW, Hart & Nelson, High Point, N. C.—CP to erect new station 1200 kc., 100 w. D.

NEW, Eugene DeBogory & Mildred English, d/b as Dallas Broadcasting Co., Dallas, Tex.—CP for new station 1500 kc., 100 w. D.

NEW, Homer York, Lufkin, Tex.—CP for new station 1340 kc., 250 w., unlimited. Amended equipment changes and transmitter site.

WDAY, Fargo, N. D.—CP to increase power to 5 kw. LS. 1 kw. N. and make equipment changes.

NEW, Abraham Shapiro, Astoria, Ore.—CP for new station 1370 kc., 100 w., unlimited. Amended to specified hours.

KGBU, Ketchikan, Alaska—Modification of hours from specified to unlimited.

KPOF, Denver, Col.—Modification to increase D. power to 1 kw.

Received and returned to the applicant: NEW, WMAN, Inc. (Corp. pending), Mansfield, O.—CP for new station 1370 kc., 100 w., unlimited; WPTF, Raleigh, N. C.—License to cover CP; NEW, Brothers & England, Mansfield, O.—CP for new station 1370 kc., 100 w., unlimited.

Decisions . . .

OCTOBER 16

NEW, William J. Sanders, New Britain, Conn.—Granted CP for new station, 1380 kc., 250 w., D.

NEW, Head of the Lakes Broadcasting Co., Hibbing, Minn.—Granted CP for new station, 1210 kc., 100 w., unlimited.

KPAC, Port Arthur, Tex.—Granted license to move from Brownsville to Port Arthur, and changing hours from sharing with KRGV to D., on 1260 kc., 500 w., subject to decision of Court of Appeals in re case of Magnolia Petroleum Co. vs. Sabine Broadcasting Co., Inc. (KFDM) protesting the move of KPAC.

WBBM, Chicago—Granted modification of special experimental authorization for synchronous operation with KFAB from local sunset, Lincoln, Neb., to midnight.

KFAB, Lincoln, Neb.—Granted modification of special experimental authorization for synchronous operation with WBBM from local sunset to midnight.

WCPC, Albany, Ga.—Granted modification to change hours from D. to unlimited (1420 kc. 100 w.).

KGIR, Butte, Mont.—Granted CP to make changes in equipment: increase D. power from 1 kw. to 2½ kw.

WEED, Rocky Mount, N. C.—Granted modification to change hours from D. to unlimited, sharing with WEHC N.; also to move studio.

KOOS, Marshfield, Ore.—Granted modification to change from D. to D. and from LS. to 7 p. m. PST, September to November, December, January, March, with 100 w.

KSEI, Pocatello, Idaho—Granted modification of CP to move transmitter and studio; employ directional antenna system; and extend commencement date to within one day from this date and completion date to within 120 days hereafter, subject to decision of the Court of Appeals and to further order of the Commission.

KGGM, Albuquerque, N. M.—Granted renewal to April 1, 1935.

WHBI, May Radio Broadcast Corp., Newark—Granted renewal to April 1, 1935.

WAIU, Columbus, O.—Granted renewal to Feb. 1, 1935.

SET FOR HEARING:

NEW, F. N. Pierce, Taylor, Tex.—CP 1310 kc., 100 w., unlimited; NEW, Mueller Amusement Co., Seguin, Tex.—CP 1500 kc., 100 w., specified hours, 7:30 a. m. to 2 p. m. and 4 to 10 p. m.; NEW, Calcasieu Broadcasting Co., Lake Charles, La.—CP 1500 kc., 100 w., unlimited; NEW, Norman F. Storm, Centralia, Wash.—CP transmitter site to be determined, studio to be located in Centralia, 1500 kc., 100 w., unlimited; NEW, The Ardmoreite Publishing Co., Inc., Ardmore, Okla.—CP 1210 kc., 100 w., unlimited; NEW, Munn Q. Cannon, Logan, Utah—CP 1210 kc., 100 w., unlimited, transmitter site to be determined; NEW, Smith Broadcasting Co., Chattanooga, Tenn.—CP 1420 kc., 100 w., unlimited; NEW, Bailey Bros., San Diego, Cal.—CP 1420 kc., 100 w., unlimited; NEW, Neth L. Leschman, Dallas, Tex.—CP 1200 kc., 100 w., unlimited; NEW, Dr. Wm. J. Reynolds & Wm. J. Reynolds, Jr., Selma, Ala.—CP 1500 kc., 100 w., D.; NEW, A. L. Chilton, Kilgore, Tex.—CP 1200 kc., 100 w., unlimited; NEW, O. K. Broadcasting Co., Louisville, Ky.—CP 1200 kc., 100 w., unlimited; NEW, O. K. Broadcasting Co., Cleveland, O.—CP 1500 kc., 100 w., unlimited; NEW, Dudley J. Connolly, Chattanooga, Tenn.—CP 1420 kc., 100 w., unlimited; NEW, Carolina Radio, Inc., Anderson, S. C.—CP 1200 kc., 100 w., N., 250 w., LS, unlimited; NEW, Patrick J. Goode, New Haven, Conn.—CP 970 kc., 250 w., limited; NEW, Joseph M. Kirby, Boston, Mass.—CP 970 kc., 250 w., N., 500 w., LS, unlimited; NEW, Utah Radio Educational Society, North Salt Lake, Utah—CP 1430 kc., 1 kw., unlimited; NEW, L. M. Kennett, Indianapolis—CP 600 kc., 1 kw., D.; NEW, Norman Baker, Muscatine, Ia.—CP 1170 kc., 5 kw., limited 5:30 a. m. to LS, 12 midnight to 3 a. m. (CST); NEW, W. L. Gleason, Sacramento, Calif., experimental, 1470 kc., 5 kw., unlimited; WEEU, Reading, Pa.—Modification to change power and increase hours from 1 kw. D. to 500 w. N., 1 kw. D., unlimited; WTBO, Cumberland, Md.—Modification of license to increase hours of operation from LS at Cumberland to D. to LS at Dallas, Tex.; WLBW, Broadcasters of Pa., Erie, Pa.—Consent to voluntary assignment to The Miami Valley Broadcasting Corp.; WLBW, Miami Valley Broadcasting Corp., Erie, Pa.—CP to move transmitter and studio from Erie, Pa., to Dayton, O., and install new antenna (1260 kc., 1 kw., unlimited, no change); NEW, Eastern Broadcasting Co., Portland, Me.—CP 1210 kc., 100 w., unlimited; KSLM, Salem, Ore.,—modification of CP to change equipment; change hours from day to unlimited; extend commencement date and completion date to 10 days after grant and 30 days thereafter respectively.

SPECIAL AUTHORIZATION:

WPTF, WPTF Radio Company, Raleigh, N. C.—Granted special temporary authorization to use present licensed Western Electric transmitter as auxiliary during program test period, for period not to exceed Nov. 9, 1934.

MISCELLANEOUS:

WQDM, St. Albans, Vt.—Application for CP to move station, heretofore granted, retired to closed files, for want of prosecution; WCFL, Chicago, Ill.—CP to install auxiliary tranmitter, heretofore granted, retired to closed files as applicants advised construction has been abandoned; WNOX, Knoxville, Tenn.—Granted modification to change frequency from 560 to 1010 kc.; NEW, Frank Lyman, Jr., Boston, Mass.—CP for new station 680 kc., 250 w., limited time until LS at Raleigh, N. C., heretofore set for hearing, dismissed at request of applicant.

RATIFICATIONS:

The Division granted the request to take deposition by Cleveland Radio Broadcasting Corp.—(WJAY) in support of its application for modification of license. (Docket 2450). (Action taken Oct. 3.)

KPAC, Port Arthur, Tex.—Granted extension of program test period for 30 days pending action on license application. (Action taken Oct. 9.)

KGKB, Tyler, Tex.—Granted extension of special temporary authorization to operate specified hours for not more than 60 days. (Action taken Oct. 10.)

WLBW, Dayton, O.—Granted special temporary authorization to use 50-w. testing transmitter between 1 and 6 a. m. EST not to exceed 30 days. (Action taken Oct. 10.)

WSBT, South Bend, Ind.—Granted extension of special experimental authority to operate specified hours from Oct. 11 to Nov. 1. (Action taken Oct. 11.)

WGES, Chicago, Ill.—Granted extension of special temporary authorization to operate specified hours Oct. 11 to Nov. 1.

WGLC, Hudson Falls, N. Y.—Granted petition for CP to remove to Albany and approved transfer of 98 per cent of outstanding stock.

WBAA, W. Lafayette, Ind.—Hearing postponed on application to modify license by changing frequency from 1400 kc. to 890 kc. and increasing D. power from 500 w. to 1 kw. at request of WILL and WBAA.

WEHC, Charlottesville, Va.—Granted application to change frequency from 1350 to 1420 kc. and power from 500 w. D. only, to 100 w. N.; 250 w. D., unlimited daytime, sharing with WEED at night.

NEW, Plattsburg Broadcasting Corp., Plattsburg, N. Y.—Reconsidered and granted application for CP to operate on 1310 kc., 100 w., D. only.

WALR, Zanesville, O.—Suspended grant of authority to move to Toledo, because of protest of WJIM, Lansing, Mich. WALR operates on 1210 kc. with 100 w. power. Application for removal set for hearing.

ACTION ON EXAMINERS' REPORTS:

NEW, Longview, Tex., Voice of Longview.—Granted CP for new station 1370 kc. 100 w. D., reversing Examiner R. L. Walker. (Ex. Report 559.)

NEW, Chas. Henry Gunthrope, Jr. Nacogdoches, Tex.—Denied application for new daytime station to operate on 1420 kc. 100 w., sustaining Examiner R. L. Walker. (Ex. Report 571.)

OCTOBER 23

WPAD, Paducah, Ky.—Granted CP to increase power from 100 w. to 100 w. N., 250 w. D.

KBTM, Jonesboro, Ark.—Granted modification CP to move studio and extend completion date to Nov. 1.

WOW, Omaha, Nebr.—Granted modification CP extending commencement date to Nov. 1, and completion date to May 1, 1935.

WPEN, Philadelphia, Pa.—Granted license to cover CP, 920 kc., 250 w., for auxiliary purposes.

WCLO, Janesville, Wis.—Granted consent to voluntary assignment of license to Gazette Printing Company, Inc.

NEW, A. M. Rowe, Inc., Portable, Mobile (Fairmont, W. Va.)—Granted CP (Exp. Gen. Exp.) 31100, 34600, 37600, 40600 kc. 10w.

SPECIAL AUTHORIZATIONS:

KSTP, St. Paul, Minn.—Granted special temporary experimental authorization to operate with additional 15 kw. power D.

KXYZ, Houston, Tex.—Granted extension experimental authority to operate with 500 w. Nov. 1 to May 1, 1935.

KSO, Des Moines, Ia.—Granted extension experimental authority to increase power to 500 w. N. to 1 kw. D., Nov. 1, 1934, to May 1, 1935.

SET FOR HEARING:

WHOM, Jersey City, N. J.—Conditional license granted pending hearing; WDAG, Amarillo, Tex.—Renewal, hearing to be held at Amarillo, Tex., upon a date to be set. Conditional license granted pending hearing. Charge violation of Sec. 316 of Communications Act of 1934; NEW, James D. Scannell, Lewiston, Me.—CP for new station 1210 kc., 100 w., unlimited; NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP for new station, 1420 kc., 100 w., unlimited; NEW, William G. Demuth, Uhrichsville, O.—CP for new station, 1420 kc., 100 w. D.; NEW, Radio Service, Inc., Riverside, Calif.—CP for new station, 820 kc., 100 w. D.; WSYR-WSYU Central New York Broadcasting Corp., Syracuse, N. Y.—CP to move transmitter locally, change equipment, increase power from 250 to 500 w.

MISCELLANEOUS:

WMT, Waterloo, Ia.—Granted consent to transfer 100 per cent of capital stock of the Waterloo Broadcasting Co. to the Cedar Rapids Broadcast Co., 100 per cent subsidiary of the Register Tribune Co.; KGA, Spokane, Wash.—Granted extension temporary authorization to operate on 900 kc., 1 kw. N., 2½ kw. D., subject to action of U. S. Court of Appeals. Petition and protest of KFPY against extension denied; WMBH, Joplin, Mo.—Denied temporary authorization to operate specified times; KSLM, Salem, Ore.—Denied temporary authorization to operate specified times.

RATIFICATIONS:

The Division Oct. 11 granted the Oregonian Publishing Co. and Station KTAR, Phoenix, Ariz., extension of time to Nov. 10, 1934, within which to file exceptions to Examiner's Report No. 1-2.

KXYZ, Houston, Tex.—Authority granted Oct. 13, covering the operation of Station KIIS on 2150 kc., 15 w., extended to include Oct. 26 for Tuesday and Saturday nights.

WMEX, The Northern Corp., Chelsea, Mass.—Granted on Oct. 18 extension of program test period 30 days pending action on license application.

The Division granted consent to the transfer of 1,388½ shares of common capital stock of the Tri-State Broadcasting System, Inc. (licensee of KTBS), under authority of Sec. 310 of the Communications Act of 1934, to the Times Publishing Co., Ltd.

WPTF, Raleigh, N. C.—Extended equipment test period for action taken Oct. 19, 10 days.

WSPD, Toledo, Ohio.—Granted temporary authorization to conduct field intensity survey tests with 250 w. portable transmitter, 1 and 6 a. m., Oct. 20 to Nov. 19.

OCTOBER 30

KWK, St. Louis—Granted license to cover CP; 1350 kc., 1 kw. night, 2½ kw. LS., unlimited.

WCNW, Brooklyn, N. Y.—Granted modification of CP to move transmitter locally and extend commencement date to at once and completion date 30 days.

WJR, Detroit—Granted license to cover CP, move transmitter and change equipment; 750 kc., 10 kw., unlimited.

WLNH, Laconia, N. H.—Granted license to cover CP; 1310 kc., 100 w., D.

KSLM, Salem, Oreg.—Granted license covering new station; 1370 kc., 100 w., D.

WBBZ, Ponca City, Okla.—Granted license covering local move; 1200 kc., 100 w., unlimited.

KWCR, Cedar Rapids, Ia.—Granted license covering change in frequency 1420 to 1430 kc., and increase in power to 250 w. night, 500 w. LS, unlimited.

KGBZ, York, Nebr.—Granted license covering changes in equipment and increase in power 500 w. night, 1 kw. LS, to 1 kw. night, 2½ kw. LS.

WSMK, Dayton, Ohio—Granted consent to voluntary assignment of license to WSMK, Inc.

WSMK, Dayton, Ohio, and KQV, Pittsburgh, Pa.—Granted extension of special temporary experimental authorization to operate simultaneously with KQV from 5:15 p. m. to 12 midnight, EST, Nov. 1 to Dec. 1, 1934.

WBBR, Brooklyn.—Renewal of license granted on a temporary basis only, subject to such action as the Commission may take on pending renewal. WNBR, Memphis, Tenn.—Same.

KGA, Spokane, Wash.—Renewal of license granted on a temporary basis, subject to such action as the Commission may take on pending application for renewal.

WGES, Chicago.—Renewal of license granted on a temporary basis subject to decision upon any applications pending affecting this station, particularly application of Hoosier Broadcasting, Inc., for facilities, as well as upon the renewal application. WSBT, South Bend, Ind.—Same.

WAAB, Boston.—Present license extended for 3 months, on temporary basis, subject to action on renewal pending.

Set for hearing: NEW, Samuel L. Finn., Dayton, O.—CP for new station; 1250 kc., 250 w., unlimited; KGKL, San Angelo, Tex.—CP to change transmitter locally; change frequency from 1370 to 940 kc., and increase power from 100 w. N., 250 w. LS, to 500 w. N. 1 kw. LS; KABC, San Antonio.—Special experimental authority to change frequency experimentally from 1420 to 1310 kc.; NEW, "Hotel Eagle," Eagle Pass, Tex.—Authority to transmit programs from Hotel Eagle, Eagle Pass, Tex., over XEPN, Piedras Nagras, Mex.

WTJS, Jackson, Tenn.—Hearing scheduled for November 12, continued indefinitely. WNBR, Memphis.—Same.

WTMJ, Milwaukee.—Reconsidered and granted request for an increase in daytime power from 2½ kw. to 5 kw.; no change in night power which remains at 1 kw.

WMBK, Joplin, Mo.—Reconsidered and granted modification to change hours specified to unlimited.

WBAA, W. Lafayette, Ind.—Reaffirmed grant of June 29, for modification of license changing frequency from 1400 kc. to 890 kc., and increasing day power to 1 kw. LS, following withdrawal of the protest of WILL.

WKBF, Indianapolis, Ind.—Reaffirmed action of June 29, 1934, granting unlimited time.

WEBR, Buffalo.—Redesignated for hearing amended application for CP to authorize change in frequency to 800 kc. increase in power to 1 kw., and reduce hours of operation from unlimited to sunset Dallas, Tex., and to install new equipment.

WALR, Zanesville, Ohio.—Suspended grant made Oct. 12, for removal from Zanesville to Toledo, to operate on 1210 kc., 100 watts., because of protest of WHBV, Anderson, Ind., application designated for hearing.

WFI, Philadelphia.—Denied request for reconsideration of application to increase night power from 500 w. to 1 kw., on 560 kc., sharing time with WLIT.

WLIT, Philadelphia.—Denied request for reconsideration of application to increase night power from 500 w. to 1 kw., on 560 kc., sharing time with WFI.

KCRC, Enid, Okla.—Denied petition to reconsider action designating for hearing modification of license to change frequency from 1370 kc. to 1360 kc., increase power from 100 w. 50 w. D., to 250 w. day and night; unlimited.

WAVE, Louisville.—Denied petition to intervene in the application of O. K. Broadcasting Co., Louisville, Ky., for new station, 1200 kc., 100 w.; unlimited.

Action on Examiners' Reports: NEW—Lawrence B. Amelung, Washington, Mo.—Denied application (Rep. No. 1-6) for new station 1420 kc., 50 w.; unlimited. Examiner sustained.

NEW, Gino Amatucci, Latrobe, Pa.—Denied application (Rep. No. 1-7) for new station 50 w., 1210 kc. D., sustaining examiner.

KGHI, Little Rock, Ark.—Denied application (Rep. No. 1-11) for special authorization to operate with 250 w. unlimited, in lieu of 100 w. and 250 w., sustaining examiner.

WBAA, W. Lafayette, Ind.—License expiring Nov. 1 extended on a temporary basis only to Dec. 1, pending receipt and/or action on application for renewal. WLAC, Nashville—Same.

Examiners' Reports . . .

NEW, Julio M. Conesa, Ponce, Puerto Rico.—Examiner Walker recommended (Report No. 1-10) that application for CP on 1240 kc., 100 w. N., 250 w. D., specified hours be granted.

A TELEVISION PROPOSAL

Dr. O. H. Caldwell in *Electronics*

TELEVISION is here, and ready for the public, so far as receiver technique is concerned. There can be no doubt of that in the mind of anyone who has made the rounds of laboratories where serious work is being done. Television pictures today are clear, well illuminated, and compare in quality and detail with home movies.

But the *transmission* problem in television introduces tremendous difficulties, chiefly financial. To provide television programs throughout the country would require an initial investment estimated at fifty to two hundred million dollars or more.

This sum seems staggering to private capital. But to a government that is handing out billions for purposes that seem less constructive, even $200,000,000 for television is not unthinkable.

Television transmitters really have a sounder claim to government financing, in the present unemployment situation, than do many other enterprises that have received generous federal aid. For *each television transmitter built will be the means of initiating the manufacture of thousands of television receivers*, involving *starting up factories, restoring employment*, and injecting vast new impetus into the lagging machine of national business. Indeed, television may be the long-sought "new industry" to pull us out of the depression.

From a social and governmental standpoint alone, the implications of nation-wide television are tremendous. What would it mean, for example, to further national unity of thought and purpose, if at the time of the President's delightful fireside chats, he could *be seen* as well as heard?

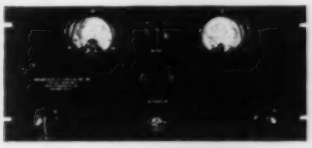
But how many homes will purchase television receivers at $200 to $300 apiece, under present conditions, one naturally asks. Already a paternally-minded government has provided for financing these television receivers, under the terms of its Tennessee Valley Authority, which is empowered to *make long-term loans for the purchase of home electrical appliances*, and at the discretion of its directors, to *make such loans available to citizens in all parts of the country*. Thus the New Dealers solve the problem of aiding the customer to buy.

To many conservative radio and electrical men, this picture of widespread government aid to our new infant prodigy of television, will seem repugnant. But other less worthy causes have already sought federal aid and have prospered. If nation-wide television can come only with government aid, perhaps scruples of old-time rugged individualism must be forgotten, and this 1935 miracle of ours be ushered in by new-deal financial methods.

At all events, television, large in its employment possibilities, is now "waiting at the gate" of a world that has long sought a new industry to pull it out of the depression.

TWO ESSENTIALS

FOR QUALITY TRANSMISSION



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Labor Seeks Half Of Radio Channels

A. F. of L. Convention Asks Clear Wave for WCFL

AT ITS annual convention in San Francisco last month, the American Federation of Labor unanimously adopted a resolution refusing to concur in any proposals for "nationalization" of radio, but endorsing a plan for assignment of one-half of the existing radio facilities for "non-profit" organizations. Instructing its executive council to petition the FCC to that end, the resolution provided that should it fail in those efforts, steps should be taken to procure such legislation in Congress. One proposal, finally rejected, was that the A. F. of L. should oppose the reappointment of any FCC member who voted for assignment of more than 50 per cent of the facilities for commercial broadcasting.

Action came after a number of propositions, involving broadcasting, were offered. The convention also unanimously adopted a resolution petitioning the FCC and Congress to award WCFL, Chicago Federation of Labor station, a clear channel with unlimited time and power equal to the maximum assigned to any station.

Specifically it requested the 970 kc. clear channel, on which KJR, Seattle, is the dominant station and on which WCFL operates experimentally. It requested further that no other stations be licensed on this "clear channel" except those authorized by A. F. of L. which would be considered "labor" stations. This plan may have in mind eventual setting up of a labor network.

The official action finally taken by the convention, upon motion of its committee on radio, which is unofficially headed by Michael J. Flynn, Washington legislative representative of A. F. of L., reads: "Your committee further recommends that the Executive Council be instructed to petition the FCC so that fifty (50) per cent of all radio facilities will be allocated to organizations or to associations operating upon a non-profit basis, and that should it become necessary to accomplish this purpose that adequate legislation be introduced in Congress."

This language, incorporated in the report of the committee, was adopted unanimously. The convention also adopted the proposal that the Executive Council be instructed to prepare transcriptions of promotional material for organized labor "so that these will be available to all broadcasting stations."

WNYC to Be Continued On Non-commercial Plan

WNYC, New York's municipal daylight station, will be continued in operation on a non-commercial basis by Mayor F. H. LaGuardia, rather than abandon it altogether, as he had originally planned upon assuming office a year ago. The Mayor announced Oct. 27, after receipt of a detailed report on the station from his special committee of experts, William S. Paley, CBS president; Richard C. Patterson, Jr., NBC executive vice president, and Alfred J. McCosker, president of WOR, that he had decided to "plug along" with the station and old equipment in the hope of some day building it up and acquiring new equipment. The committee suggested alternative plans for the station, one to function as at present and the other to go into "first-class operation," which they held, would entail some $45,000 for a new station and about $230,000 a year operating expense.

Commercial Radio Mourns McClelland

Mr. McClelland

ONE OF radio's most beloved figures and the man who "invented" the commercial radio program and contributed largely to the formation of the the first radio network, signed off with the passing of George F. McClelland, former vice president and general manager of NBC on Oct. 12. Why "Mac," as he was known to a host of friends and former associates in radio, took his life by his own hands may never be learned, but it is known that he had his heart in a new project for a third network which never materialized.

"Mac" resigned from NBC on Oct. 20, 1933, to start his new network, which he incorporated as Broadcasting Stations Corporation. He had confided in few people about the project, other than to state from time to time that progress was being made and that the venture would be launched this Fall. He had rejected a high-salaried post and a partnership in a large advertising agency.

Only 39 years old, George Ford McClelland became intimately associated with broadcasting in 1922, when he took over the management of WEAF. In 1926, when NBC was formed, he became its vice president and general manager, and later served as first vice president, assistant to the president, and a few months before he resigned as vice president in charge of sales. In 1922, a youth of 28, he suggested the formation of entertainment units to be named and sponsored by nationally advertised products—an idea that proved to be the foundation stone of American broadcasting today. Four years later he was responsible for the first network.

Funeral services were held Oct. 15 in New York with many of the nation's leading radio figures participating. An honor guard from the Selected Service Advertising Group of the Army Officers Reserve Corps attended to pay their last respects. He is survived by his widow, Mrs. Mabel Kent McClelland, and two daughters, Jean, 10, and Betty, 7.

Coca Cola Campaign

COCA COLA BOTTLING Co., Cincinnati, on Oct. 22 started a [illegible] times weekly transcription series on WCKY, Cincinnati, which includes extensive prize and premium tie-ins. Featuring "[illegible] Mack and Jimmy and their Round-the-World Club," the quarter-hour programs were produced by R. H. McIntosh & Associates, Los Angeles. Coupons in 6-bottle cartons and 24-bottle cases of Coca Cola will entitle youngsters to membership in the club and to prizes, such as pictures, stamps and toys. To run through the Fall and Winter the program has been spotted Mondays through Fridays at 5:30 p. m. W. O. Mashburn, Coca Cola president in Cincinnati, arranged for the program and placed the account direct.

APPLICATION for a new 100-watt station in St. Louis on 1200 kc. with 100 watts, unlimited time, was filed with the FCC Oct. 30 by William H. West, manager of KSD, in that city.

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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Salesmen in key centers to represent [illegible] of the largest established producers of electrical transcriptions. To the right men we offer a selling plan for commercial programs and new monthly transcription service of forty-eight programs per month and special series. Only men of proven ability should apply and be able to finance self. Commission basis only. Write Box 232, BROADCASTING.

Situations Wanted

Aged-in-the-Capital, Radio News Reporter—Has been in game since Stone Ages of Radio News. Adept at scenting news, adroit at seizing upon it; superb at putting it over. Has done nation-wide correspondence out of Washington news for for years but would like to break into greener pastures. A station keen to commercial value of good local radio coverage could use him to the greater joy of all concerned. Also able to double in publicity commercial or any other kind of station writing. Best references. Box 233, BROADCASTING.

News Commentator, Continuity Editor, Publicity Man, with distinguished background of radio and newspaper work in New York, Chicago, Baltimore and mid-western cities. Likewise special events announcer of ability. Appreciate opportunity to outline an array of outstanding daily broadcasts which will lend prestige and listener interest to any station. Box 237, BROADCASTING.

Young man desires position with station as program or station manager. Program Director of 3 stations for past 5 years. Chain experience, announcer, thoroughly musician, announce sports, handle special events. Will go anywhere. Box 236, BROADCASTING.

Salesman—four years experience—writing $20,000 business this year on small station desires affiliation with mid-western station. Also announces. Inquiries invited. Write Box 238, BROADCASTING.

Production Man. Small station experience. Continuity announcing and selling. 25 years old, college graduate, excellent references. Box 235, BROADCASTING.

Production-Programme Director wants better self. References furnished. Answer Box 239, BROADCASTING.

Wanted to Buy

Wanted—Modern Standard 1 kw. transmitter and studio speech input equipment. Box 234, BROADCASTING.

WBZ AND WBZA

BOSTON • SPRINGFIELD

LOOK! Daytime Radio's a *BUY*

The gentleman speaks the truth. Daytime radio on WBZ and WBZA is truly a real buy. Not only does it reach a "class" market composed almost entirely of women, but is available at a "mass" price — one-half evening rates. If you have products that appeal to New England women such as foods, drugs, cosmetics, clothing, furniture, electrical appliances, to mention only a few, you will do well to look into daytime radio on WBZ and WBZA.

Currently, daytime constitutes 62% of the local sponsored time of these two stations—proof beyond question that advertisers are reaping a harvest from the "golden" daytime hours.

For interesting details on the part that daytime advertising can play in your advertising plans, contact either station or any of the offices below.

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